CONTINUING AUDIT
OF
MARQUEE VALUES

MARKET BREAKDOWNS

1949

AUDIENCE RESEARCH INC.
PRINCETON · NEW YORK · HOLLYWOOD

CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office*, as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets* that group accounts for at the box offices of the nation.

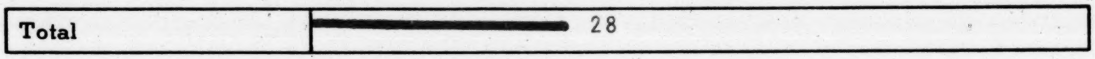
Once a year our reports of marquee values in the total national audience are supplemented by this report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community -- in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

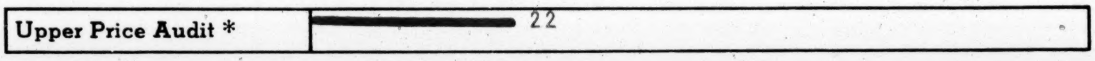
Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information -- but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

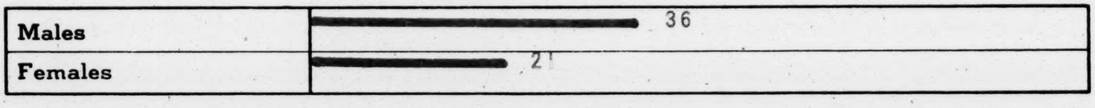
We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

ABBOTT and COSTELLO

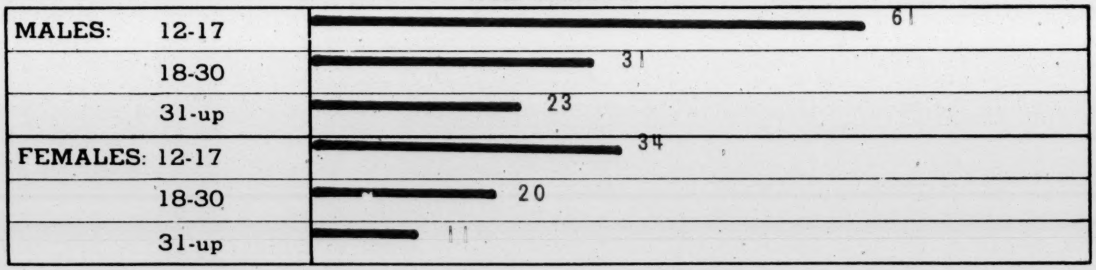
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



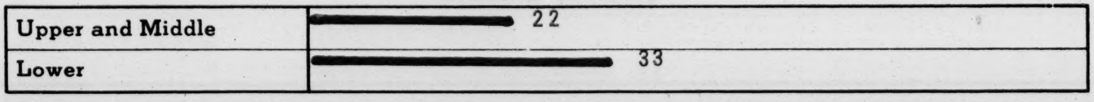




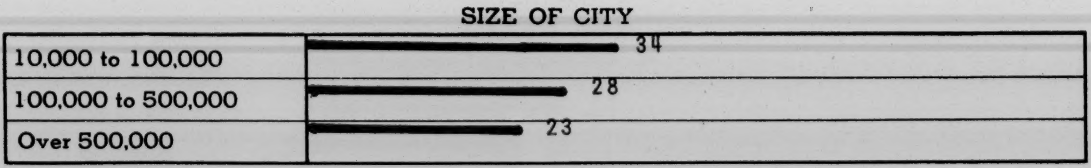
AGE GROUPS



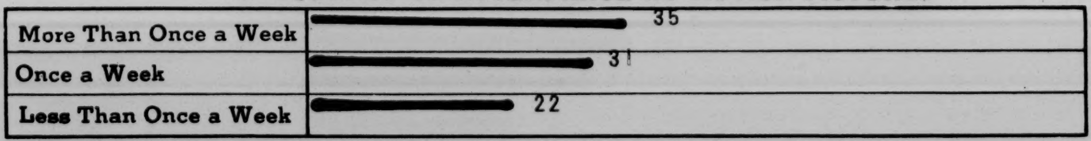
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

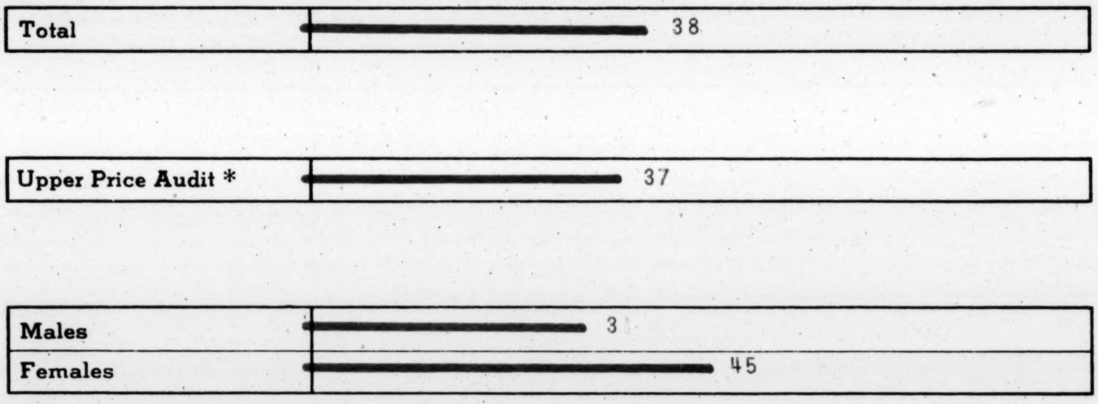


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

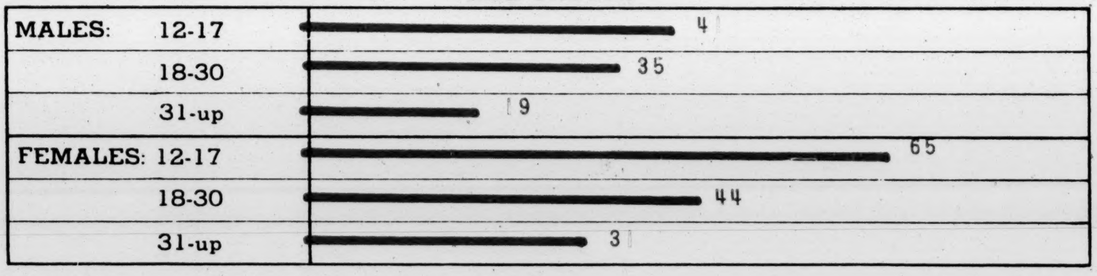
* For Explanation of Upper Price Audit see last page of this report.

June **ALLYSON**

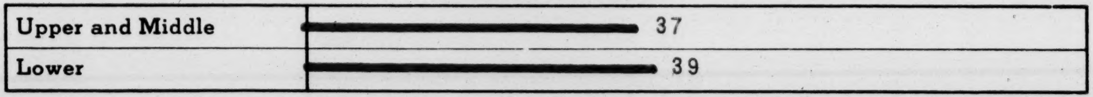
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



AGE GROUPS



INCOME GROUPS



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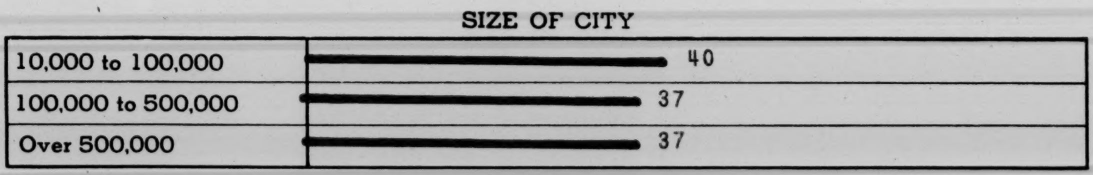

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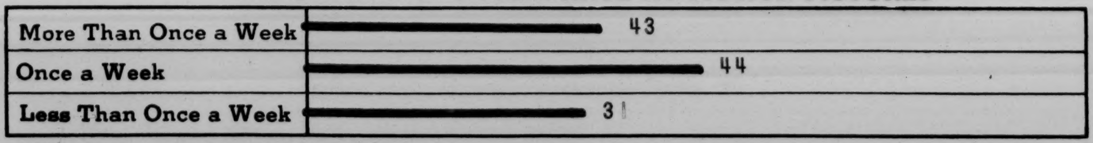

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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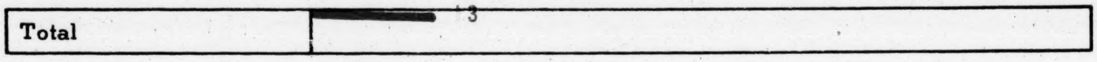
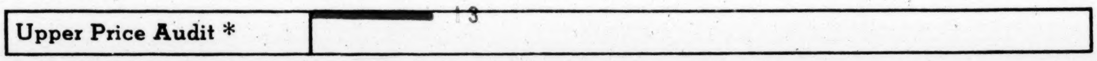
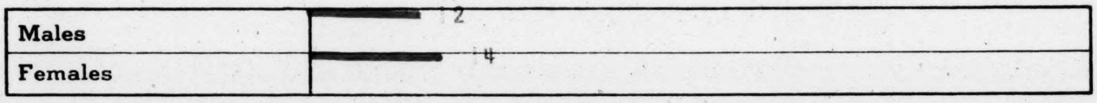
Don AMECHE

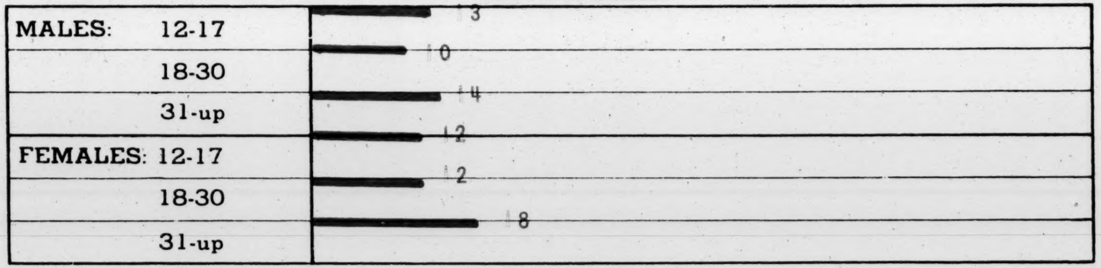
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



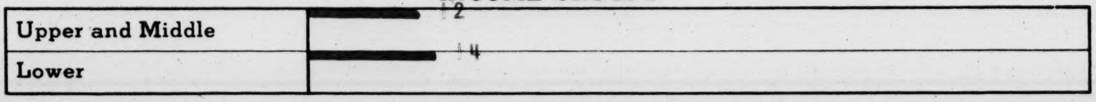




AGE GROUPS



INCOME GROUPS



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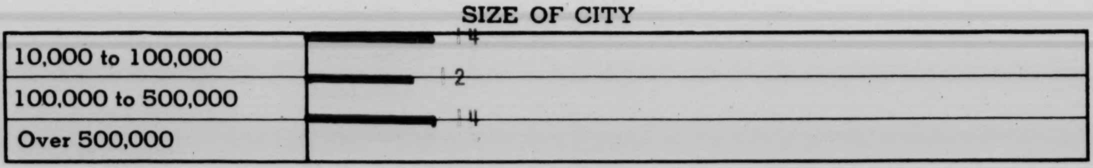

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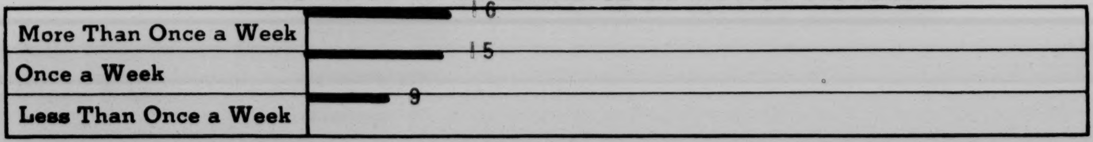

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

AMOS & ANDY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	6

Males	14
Females	8

AGE GROUPS

MALES:	12-17	19
	18-30	9
	31-up	16
FEMALES:	12-17	7
	18-30	7
	31-up	10

INCOME GROUPS

Upper and Middle	8
Lower	13

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	10
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	11
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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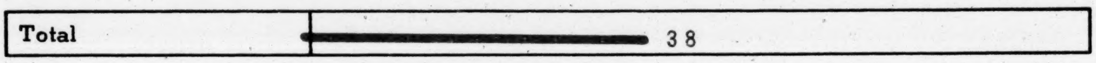
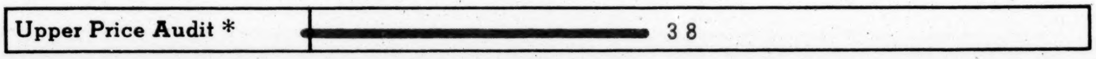
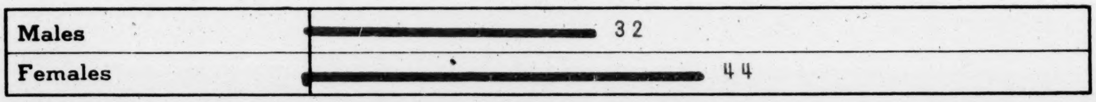
Dana ANDREWS

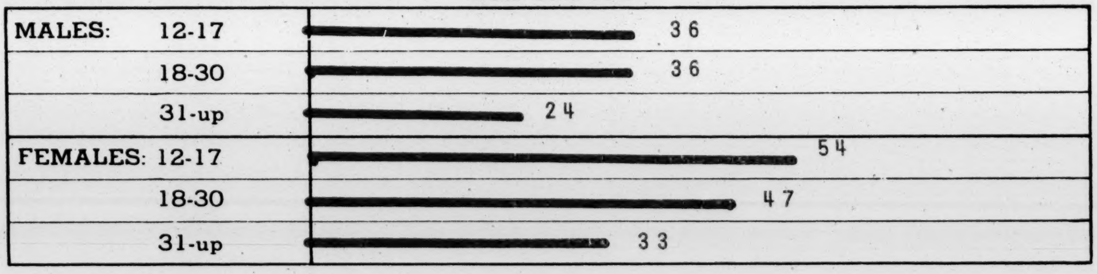
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



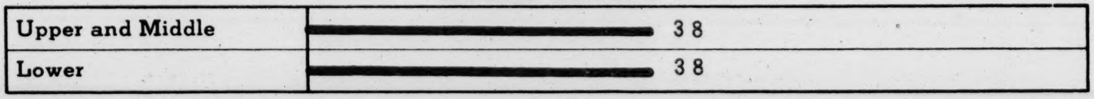




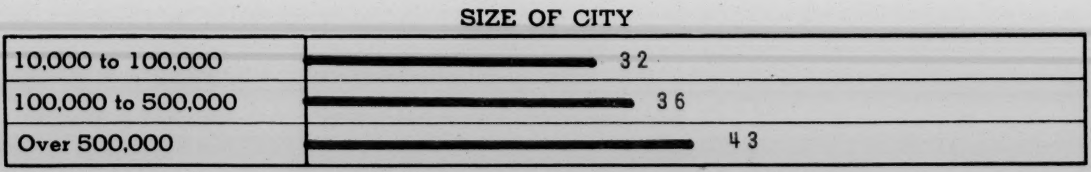
AGE GROUPS



INCOME GROUPS



SIZE OF CITY



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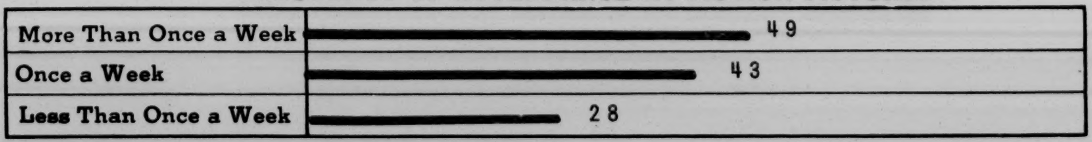

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

ANDREWS SISTERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	15

Males	18
Females	16

AGE GROUPS

MALES:	12-17	28
	18-30	16
	31-up	14
FEMALES:	12-17	21
	18-30	12
	31-up	16

INCOME GROUPS

Upper and Middle	14
Lower	20

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	17
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24
Once a Week	19
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Jean ARTHUR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	16

Males	11
Females	17

AGE GROUPS

MALES:	12-17	6
	18-30	12
	31-up	13
FEMALES:	12-17	9
	18-30	16
	31-up	24

INCOME GROUPS

Upper and Middle	16
Lower	12

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	13
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	14
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Fred ASTAIRE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	26

Upper Price Audit *	27

Males	23
Females	29

AGE GROUPS

MALES:	12-17	23
	18-30	21
	31-up	25
FEMALES:	12-17	32
	18-30	27
	31-up	29

INCOME GROUPS

Upper and Middle	26
Lower	26

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	26
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	26
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gene AUTRY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	8

Males	19
Females	11

AGE GROUPS

MALES:	12-17	36
	18-30	10
	31-up	20
FEMALES:	12-17	16
	18-30	7
	31-up	12

INCOME GROUPS

Upper and Middle	9
Lower	20

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	17
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	14
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lew AYRES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	13

Males	11
Females	13

AGE GROUPS

MALES:	12-17	7
	18-30	13
	31-up	12
FEMALES:	12-17	9
	18-30	12
	31-up	16

INCOME GROUPS

Upper and Middle	13
Lower	11

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	11
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	13
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lauren BACALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	23

Upper Price Audit *	24

Males	22
Females	24

AGE GROUPS

MALES:	12-17	24
	18-30	24
	31-up	18
FEMALES:	12-17	30
	18-30	26
	31-up	17

INCOME GROUPS

Upper and Middle	22
Lower	24

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	23
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	25
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lucille BALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	18

Males	16
Females	20

AGE GROUPS

MALES:	**12-17**	16
	18-30	18
	31-up	13
FEMALES:	**12-17**	25
	18-30	19
	31-up	18

INCOME GROUPS

Upper and Middle	17
Lower	19

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	18
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	19
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ethel BARRYMORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	18

Males	13
Females	19

AGE GROUPS

MALES:	12-17	7
	18-30	12
	31-up	18
FEMALES:	12-17	14
	18-30	20
	31-up	20

INCOME GROUPS

Upper and Middle	19
Lower	13

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	14
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	16
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lionel BARRYMORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	27

Upper Price Audit *	29

Males	26
Females	28

AGE GROUPS

MALES:	12-17	20
	18-30	23
	31-up	34
FEMALES:	12-17	18
	18-30	26
	31-up	37

INCOME GROUPS

Upper and Middle	28
Lower	26

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	27
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	25
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Anne **BAXTER**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	17

Males	14
Females	20

AGE GROUPS

MALES:	12-17	12
	18-30	18
	31-up	11
FEMALES:	12-17	25
	18-30	19
	31-up	18

INCOME GROUPS

Upper and Middle	16
Lower	18

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	17
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	19
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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William BENDIX

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	34

Upper Price Audit *	33

Males	43
Females	25

AGE GROUPS

MALES:	12-17	56
	18-30	42
	31-up	35
FEMALES:	12-17	29
	18-30	24
	31-up	24

INCOME GROUPS

Upper and Middle	31
Lower	37

SIZE OF CITY

10,000 to 100,000	36
100,000 to 500,000	35
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41
Once a Week	35
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Joan BENNETT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	16

Males	13
Females	17

AGE GROUPS

MALES:	12-17	10
	18-30	12
	31-up	15
FEMALES:	12-17	15
	18-30	18
	31-up	19

INCOME GROUPS

Upper and Middle	15
Lower	15

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	16
Less Than Once a Week	14

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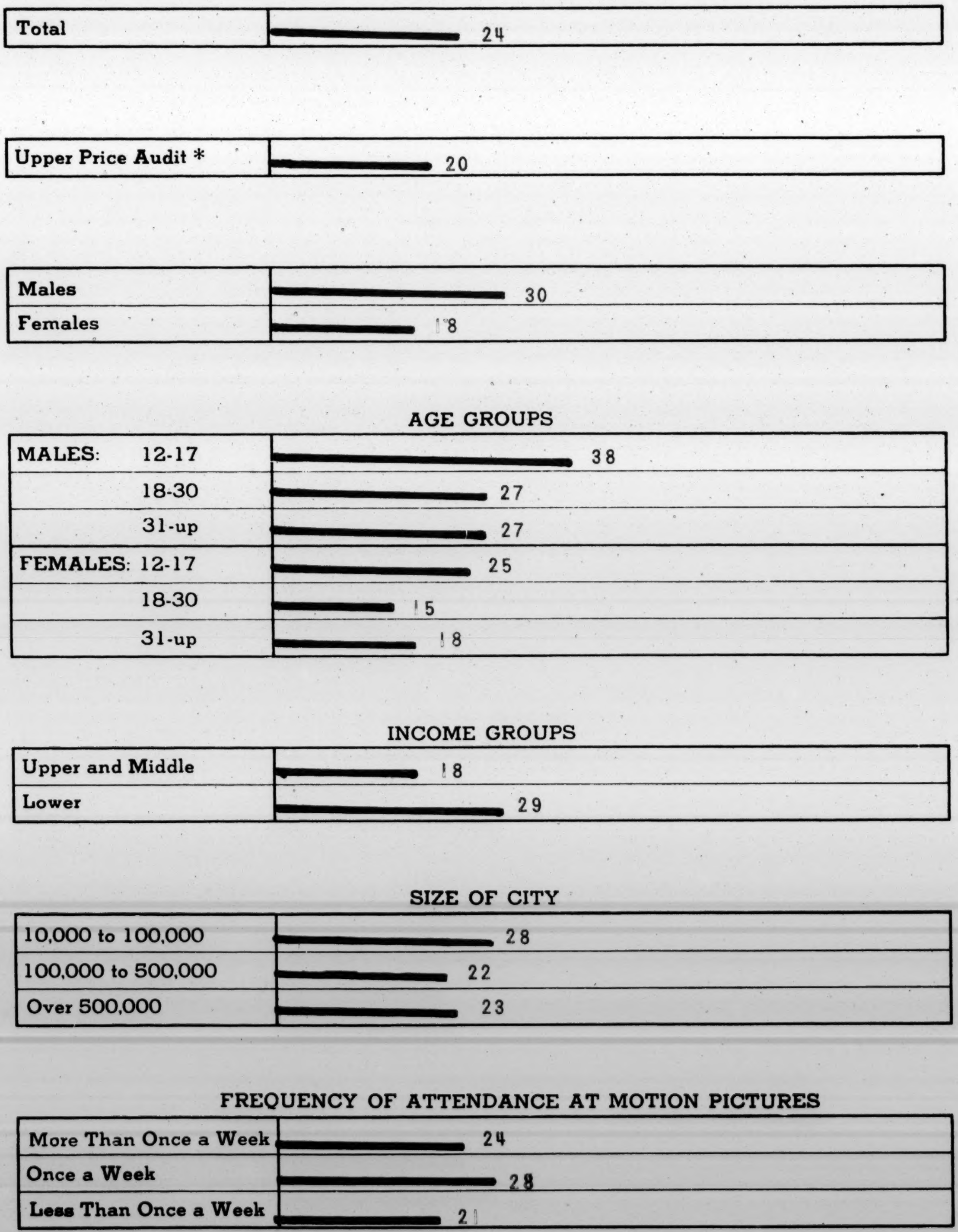
Jack BENNY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



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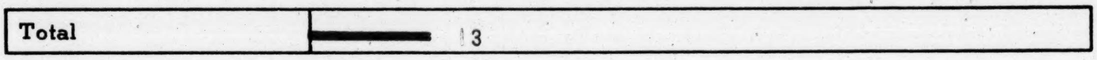
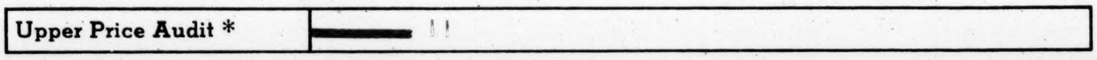
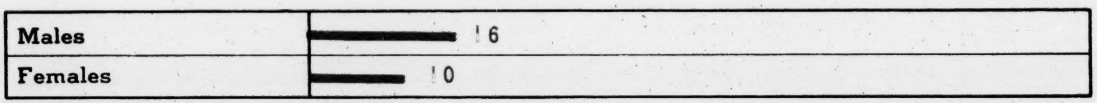
BERGEN and McCARTHY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS







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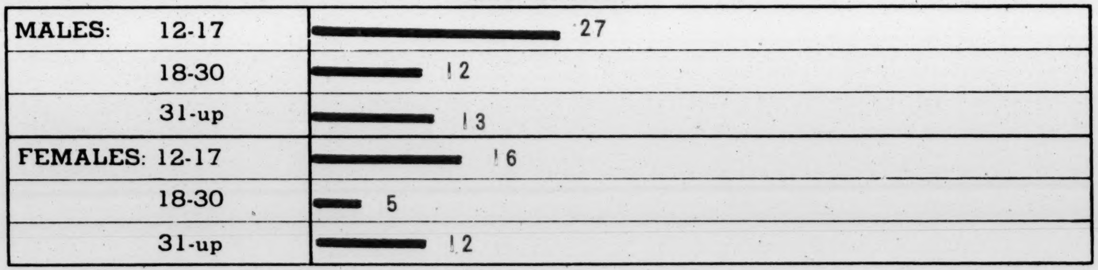

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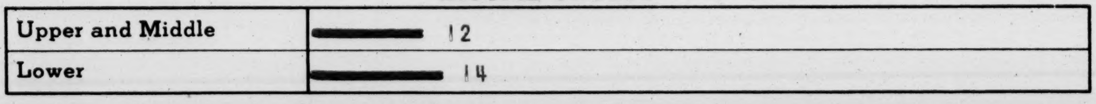
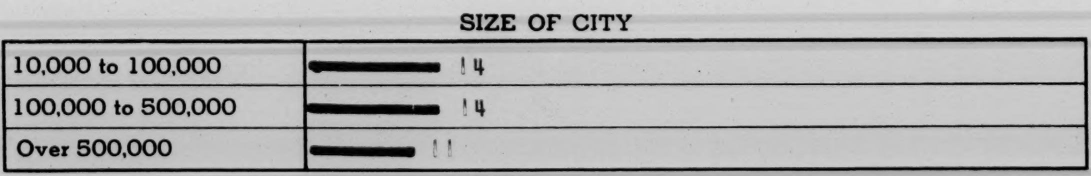
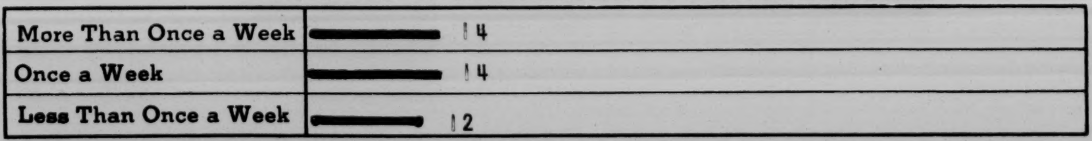


SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

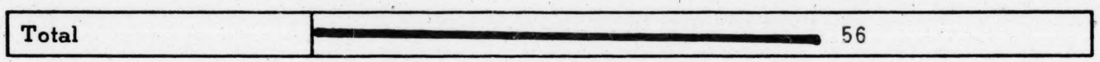


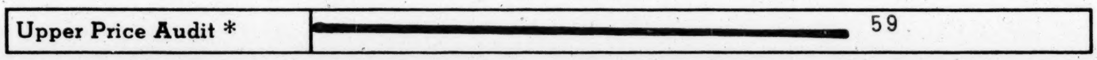
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

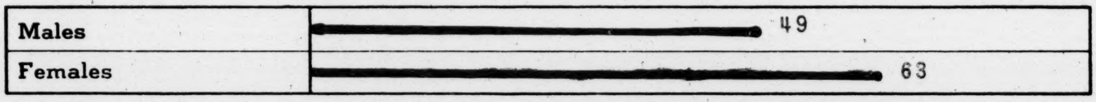
* For Explanation of Upper Price Audit see last page of this report.

Ingrid BERGMAN

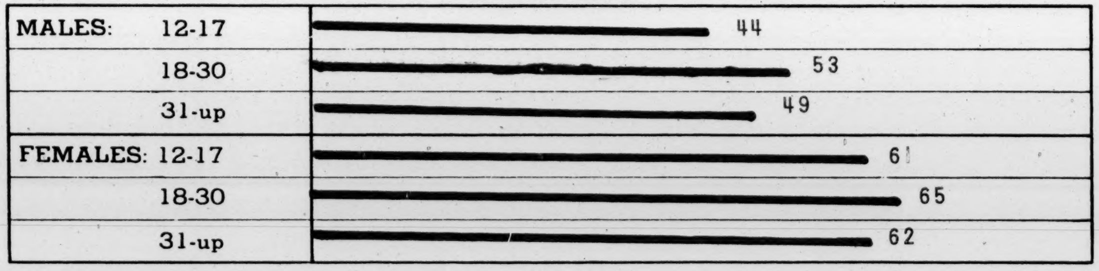
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



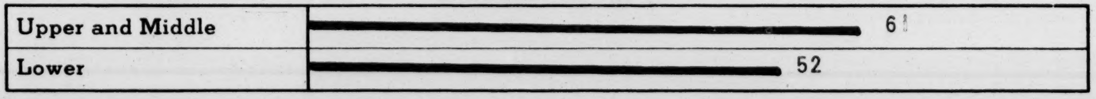




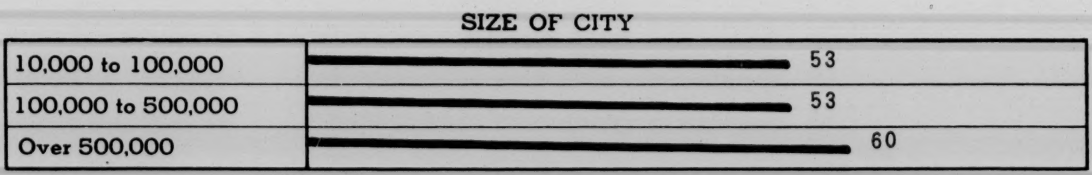
AGE GROUPS



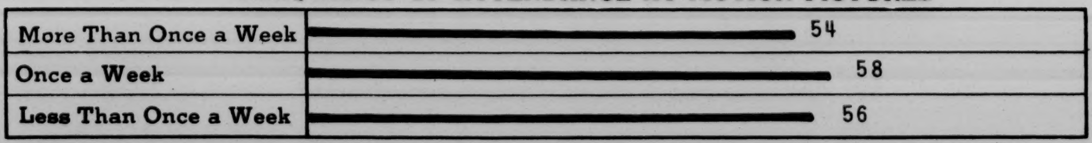
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Janet BLAIR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	11

Males	10
Females	12

AGE GROUPS

MALES:	12-17	16
	18-30	12
	31-up	3
FEMALES:	12-17	15
	18-30	12
	31-up	11

INCOME GROUPS

Upper and Middle	11
Lower	11

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	9
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	10
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Joan BLONDELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	9

Males	9
Females	11

AGE GROUPS

MALES:	12-17	8
	18-30	9
	31-up	11
FEMALES:	12-17	7
	18-30	11
	31-up	13

INCOME GROUPS

Upper and Middle	9
Lower	11

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	8
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	7
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket

* For Explanation of Upper Price Audit see last page of this report.

Ann BLYTH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	12

Males	8
Females	14

AGE GROUPS

MALES:	12-17	11
	18-30	11
	31-up	3
FEMALES:	12-17	28
	18-30	12
	31-up	6

INCOME GROUPS

Upper and Middle	11
Lower	11

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	11
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	12
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Humphrey BOGART

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	49

Upper Price Audit *	50

Males	57
Females	41

AGE GROUPS

MALES:	12-17	62
	18-30	60
	31-up	50
FEMALES:	12-17	40
	18-30	44
	31-up	38

INCOME GROUPS

Upper and Middle	46
Lower	51

SIZE OF CITY

10,000 to 100,000	49
100,000 to 500,000	48
Over 500,000	50

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	55
Once a Week	50
Less Than Once a Week	44

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Charles BOYER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	19

Males	13
Females	21

AGE GROUPS

MALES:	12-17	9
	18-30	14
	31-up	15
FEMALES:	12-17	18
	18-30	21
	31-up	23

INCOME GROUPS

Upper and Middle	19
Lower	15

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	16
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	19
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Eddie BRACKEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	17

Males	23
Females	13

AGE GROUPS

MALES:	**12-17**	41
	18-30	19
	31-up	16
FEMALES:	**12-17**	19
	18-30	12
	31-up	10

INCOME GROUPS

Upper and Middle	18
Lower	18

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	21
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	19
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

George BRENT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	15

Males	14
Females	14

AGE GROUPS

MALES:	12-17	9
	18-30	13
	31-up	18
FEMALES:	12-17	11
	18-30	12
	31-up	19

INCOME GROUPS

Upper and Middle	13
Lower	15

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	16
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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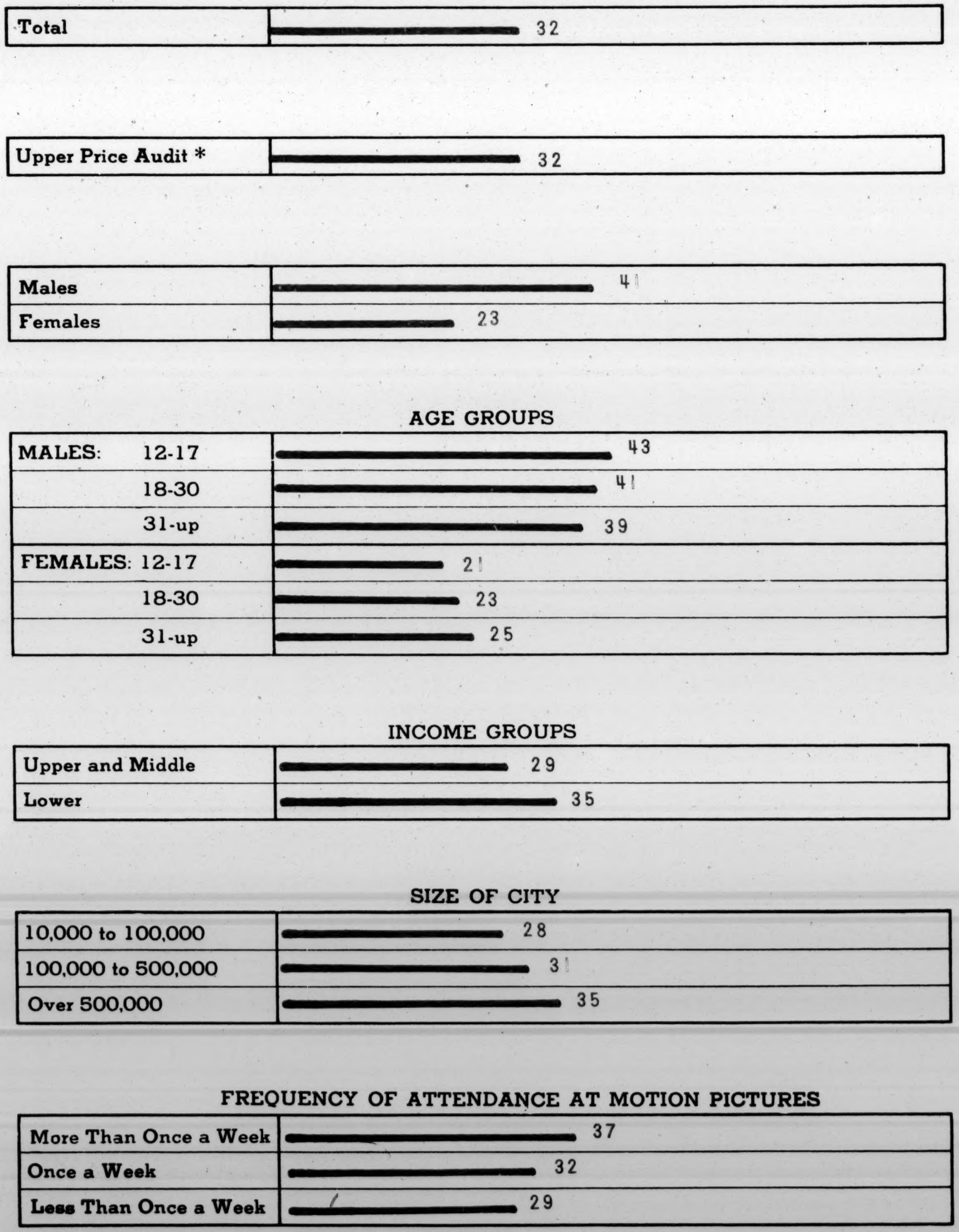
James CAGNEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Judy CANOVA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	14

Males	18
Females	14

AGE GROUPS

MALES:	12-17	27
	18-30	12
	31-up	21
FEMALES:	12-17	19
	18-30	10
	31-up	15

INCOME GROUPS

Upper and Middle	12
Lower	19

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	17
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

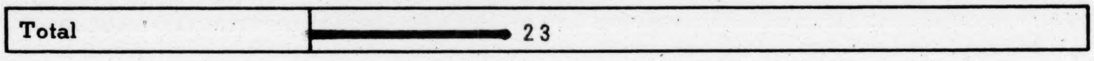
More Than Once a Week	20
Once a Week	17
Less Than Once a Week	12

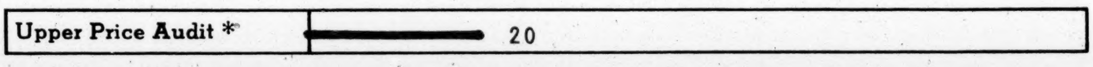
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

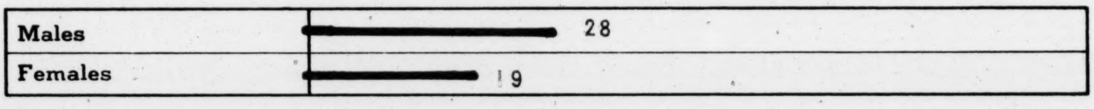
*** For Explanation of Upper Price Audit see last page of this report.**

Eddie CANTOR

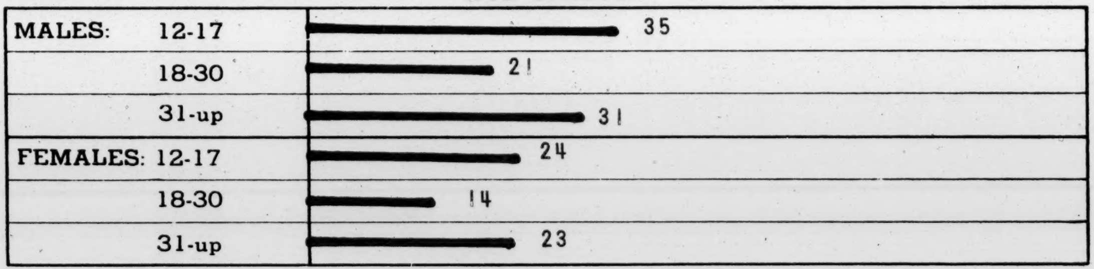
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



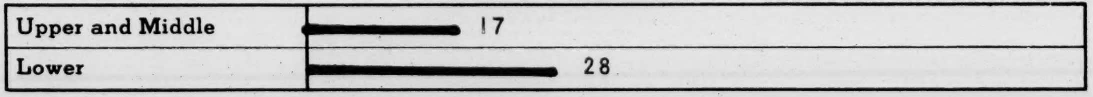




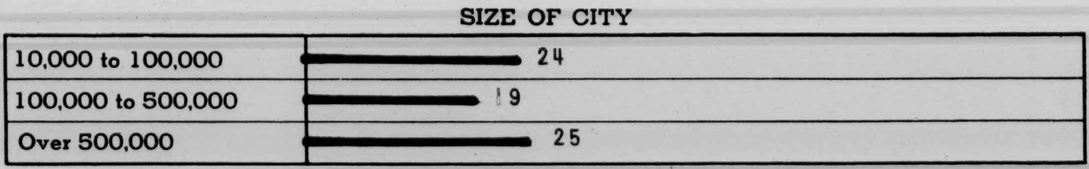
AGE GROUPS



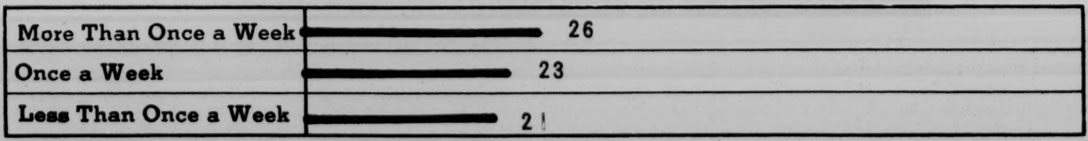
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Hoagy CARMICHAEL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	20

Upper Price Audit *	22

Males	21
Females	19

AGE GROUPS

MALES:	12-17	27
	18-30	24
	31-up	13
FEMALES:	12-17	25
	18-30	20
	31-up	12

INCOME GROUPS

Upper and Middle	21
Lower	20

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	20
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	21
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Madeleine CARROLL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	12

Males	8
Females	14

AGE GROUPS

MALES:	12-17	4
	18-30	8
	31-up	12
FEMALES:	12-17	9
	18-30	16
	31-up	15

INCOME GROUPS

Upper and Middle	13
Lower	9

SIZE OF CITY

10,000 to 100,000	7
100,000 to 500,000	7
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

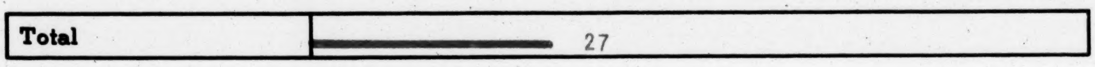
More Than Once a Week	13
Once a Week	9
Less Than Once a Week	11

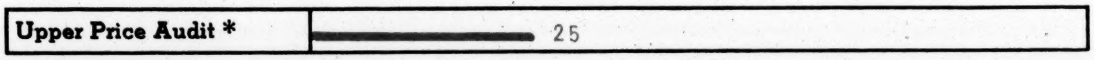
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

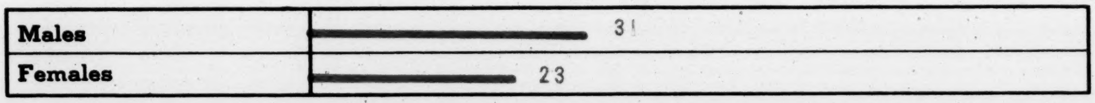
* For Explanation of Upper Price Audit see last page of this report.

Jack CARSON

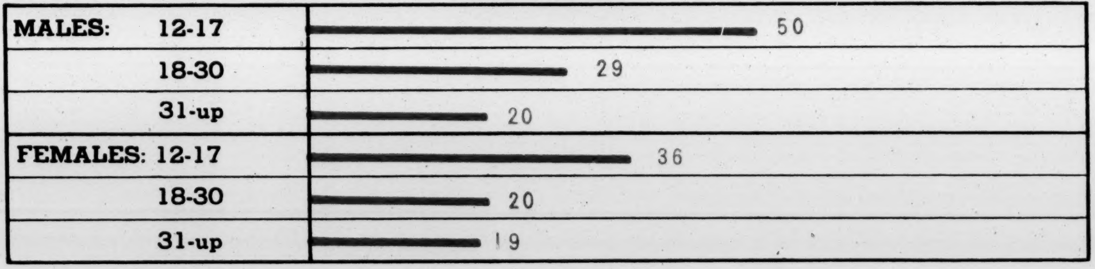
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



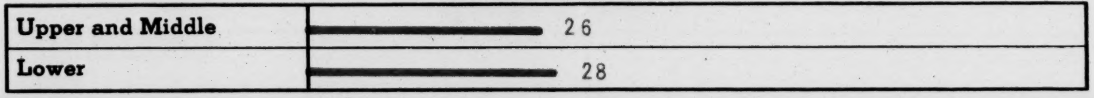




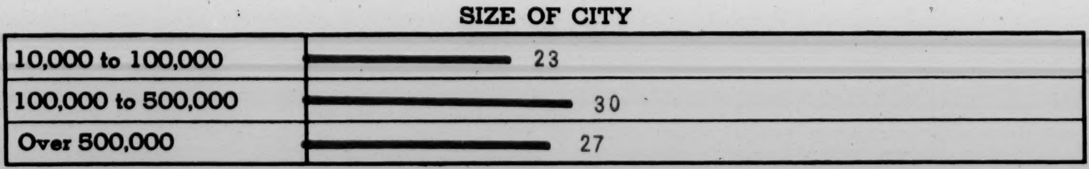
AGE GROUPS



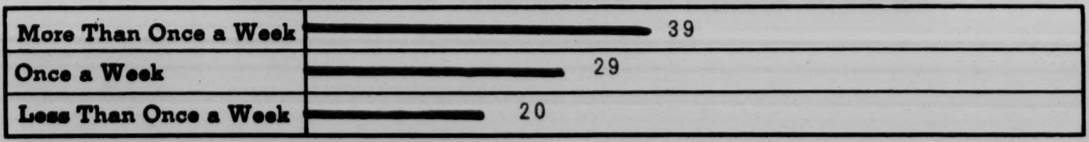
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Joan CAULFIELD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	20

Upper Price Audit *	21

Males	17
Females	23

AGE GROUPS

MALES:	12-17	20
	18-30	18
	31-up	13
FEMALES:	12-17	34
	18-30	22
	31-up	16

INCOME GROUPS

Upper and Middle	21
Lower	19

SIZE OF CITY

10,000 to 100,000	20
100,000 to 500,000	20
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	22
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dane CLARK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	21

Males	21
Females	21

AGE GROUPS

MALES:	12-17	26
	18-30	26
	31-up	9
FEMALES:	12-17	31
	18-30	25
	31-up	10

INCOME GROUPS

Upper and Middle	20
Lower	22

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	19
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	21
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Montgomery CLIFT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	29

Upper Price Audit *	33

Males	25
Females	33

AGE GROUPS

MALES:	12-17	32
	18-30	29
	31-up	13
FEMALES:	12-17	52
	18-30	35
	31-up	18

INCOME GROUPS

Upper and Middle	30
Lower	28

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	24
Over 500,000	39

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41
Once a Week	32
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lee J. COBB

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	14

Males	11
Females	11

AGE GROUPS

MALES:	12-17	8
	18-30	13
	31-up	11
FEMALES:	12-17	12
	18-30	12
	31-up	10

INCOME GROUPS

Upper and Middle	14
Lower	9

SIZE OF CITY

10,000 to 100,000	6
100,000 to 500,000	8
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	11
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Claudette COLBERT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	38

Upper Price Audit *	41

Males	29
Females	47

AGE GROUPS

MALES:	12-17	20
	18-30	27
	31-up	37
FEMALES:	12-17	39
	18-30	45
	31-up	55

INCOME GROUPS

Upper and Middle	41
Lower	36

SIZE OF CITY

10,000 to 100,000	39
100,000 to 500,000	41
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

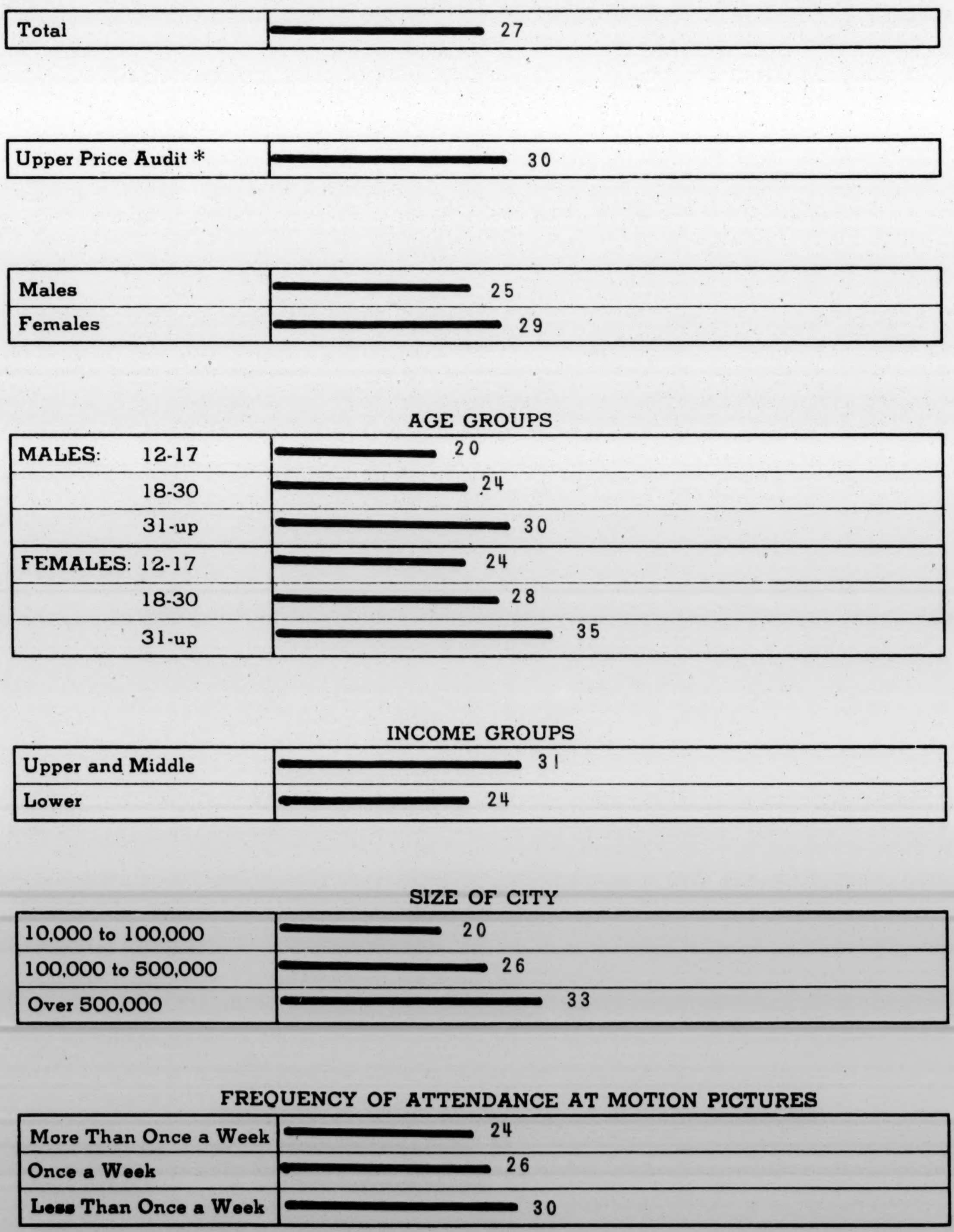
More Than Once a Week	36
Once a Week	39
Less Than Once a Week	39

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ronald COLMAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

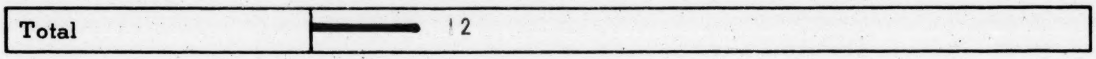


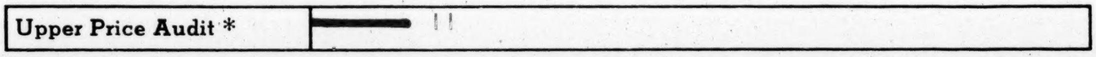
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

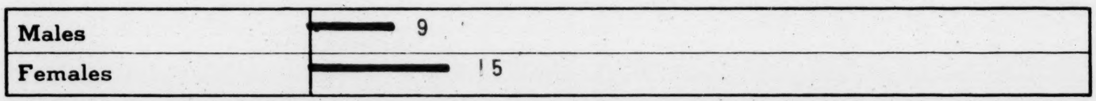
*** For Explanation of Upper Price Audit see last page of this report.**

Perry COMO

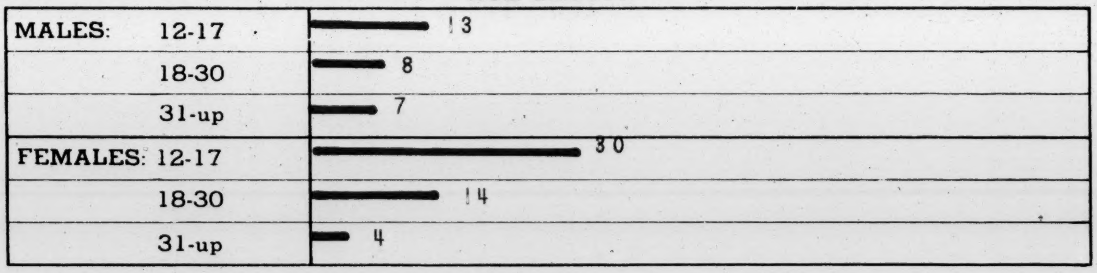
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



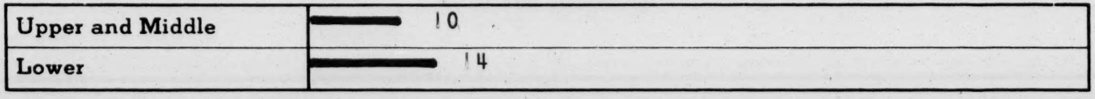




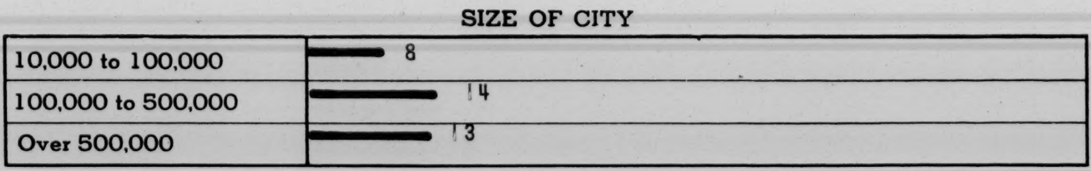
AGE GROUPS



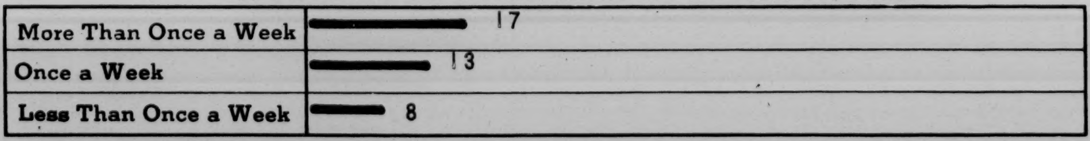
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Richard CONTE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	12

Males	12
Females	10

AGE GROUPS

MALES:	12-17	13
	18-30	18
	31-up	5
FEMALES:	12-17	15
	18-30	10
	31-up	6

INCOME GROUPS

Upper and Middle	12
Lower	10

SIZE OF CITY

10,000 to 100,000	5
100,000 to 500,000	10
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	11
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gary COOPER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	45

Upper Price Audit *	45

Males	47
Females	43

AGE GROUPS

MALES:	12-17	50
	18-30	47
	31-up	46
FEMALES:	12-17	41
	18-30	42
	31-up	44

INCOME GROUPS

Upper and Middle	45
Lower	45

SIZE OF CITY

10,000 to 100,000	46
100,000 to 500,000	49
Over 500,000	42

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	47
Once a Week	47
Less Than Once a Week	43

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jackie COOPER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	9

Males	10
Females	12

AGE GROUPS

MALES:	12-17	15
	18-30	7
	31-up	9
FEMALES:	12-17	18
	18-30	10
	31-up	11

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	8
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

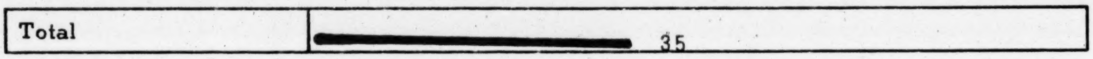
More Than Once a Week	14
Once a Week	11
Less Than Once a Week	9

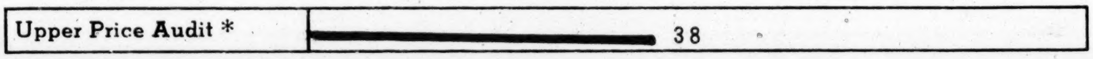
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

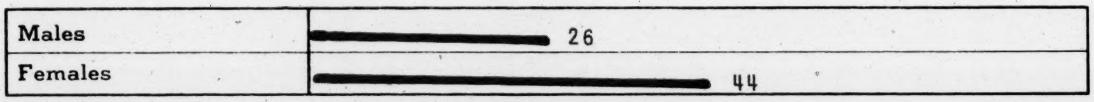
*** For Explanation of Upper Price Audit see last page of this report.**

Joseph COTTEN

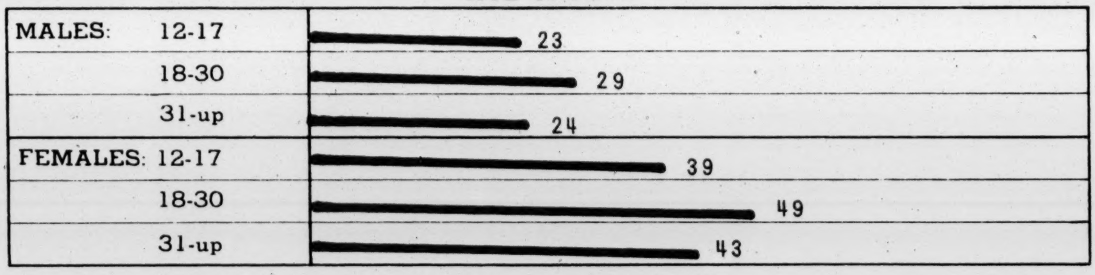
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



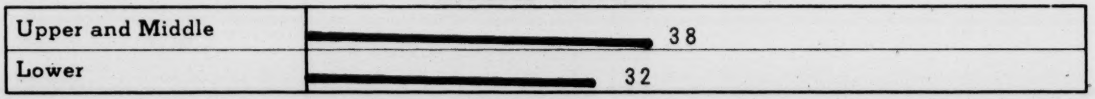




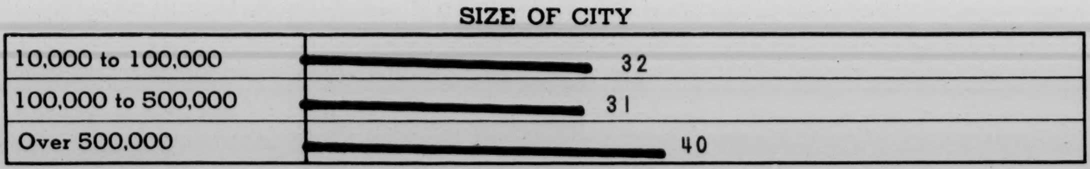
AGE GROUPS



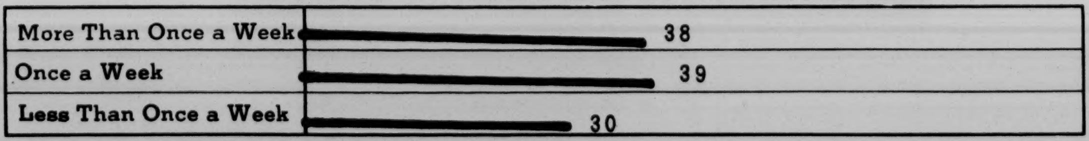
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Jeanne **CRAIN**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	30

Upper Price Audit *	31

Males	23
Females	37

AGE GROUPS

MALES:	12-17	30
	18-30	27
	31-up	13
FEMALES:	12-17	52
	18-30	38
	31-up	24

INCOME GROUPS

Upper and Middle	29
Lower	31

SIZE OF CITY

10,000 to 100,000	31
100,000 to 500,000	32
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	34
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Joan CRAWFORD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	30

Upper Price Audit *	30

Males	21
Females	39

AGE GROUPS

MALES:	12-17	14
	18-30	21
	31-up	26
FEMALES:	12-17	30
	18-30	37
	31-up	49

INCOME GROUPS

Upper and Middle	32
Lower	28

SIZE OF CITY

10,000 to 100,000	28
100,000 to 500,000	29
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	32
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Bing CROSBY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	57

Upper Price Audit *	57

Males	57
Females	57

AGE GROUPS

MALES:	**12-17**	59
	18-30	56
	31-up	57
FEMALES:	**12-17**	57
	18-30	56
	31-up	58

INCOME GROUPS

Upper and Middle	56
Lower	58

SIZE OF CITY

10,000 to 100,000	59
100,000 to 500,000	60
Over 500,000	54

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	58
Once a Week	58
Less Than Once a Week	56

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Robert CUMMINGS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	16

Males	14
Females	19

AGE GROUPS

MALES:	12-17	15
	18-30	14
	31-up	12
FEMALES:	12-17	22
	18-30	20
	31-up	14

INCOME GROUPS

Upper and Middle	17
Lower	16

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	16
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

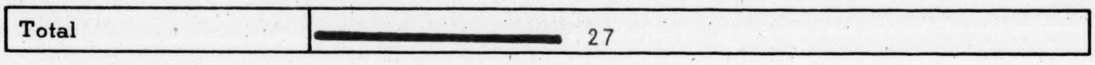
More Than Once a Week	19
Once a Week	18
Less Than Once a Week	13

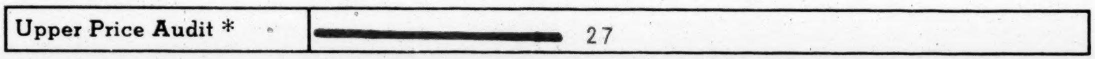
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

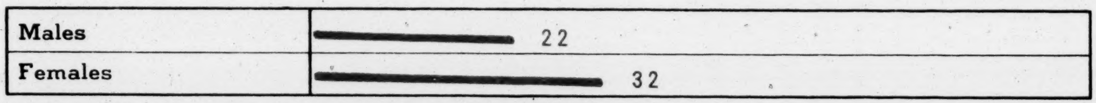
*** For Explanation of Upper Price Audit see last page of this report.**

Dan DAILEY

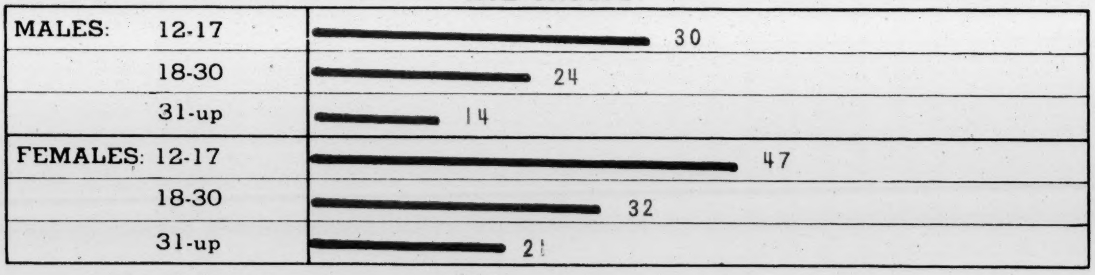
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



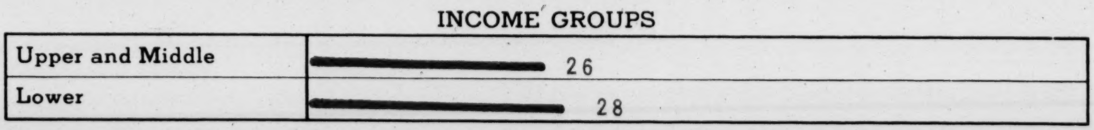




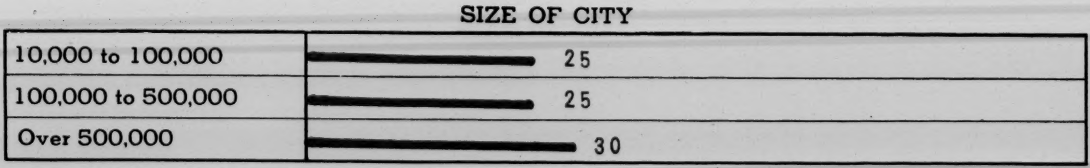
AGE GROUPS



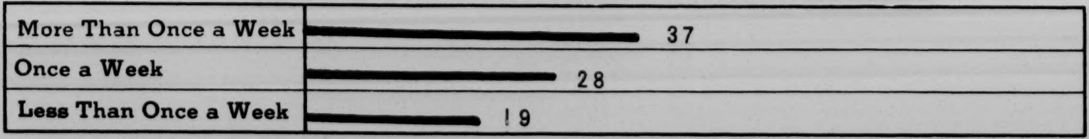
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Linda DARNELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	22

Upper Price Audit *	22

Males	19
Females	25

AGE GROUPS

MALES:	12-17	20
	18-30	19
	31-up	17
FEMALES:	12-17	35
	18-30	24
	31-up	19

INCOME GROUPS

Upper and Middle	20
Lower	24

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	20
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

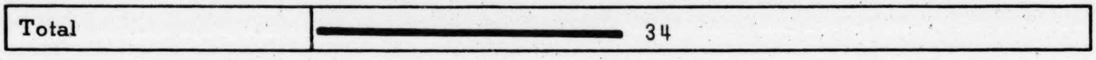
More Than Once a Week	26
Once a Week	24
Less Than Once a Week	18

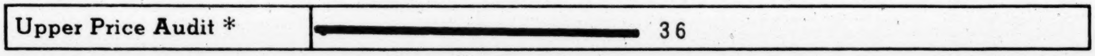
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

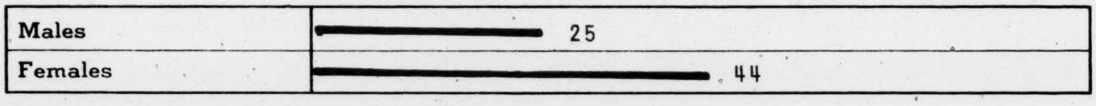
*** For Explanation of Upper Price Audit see last page of this report.**

Bette DAVIS

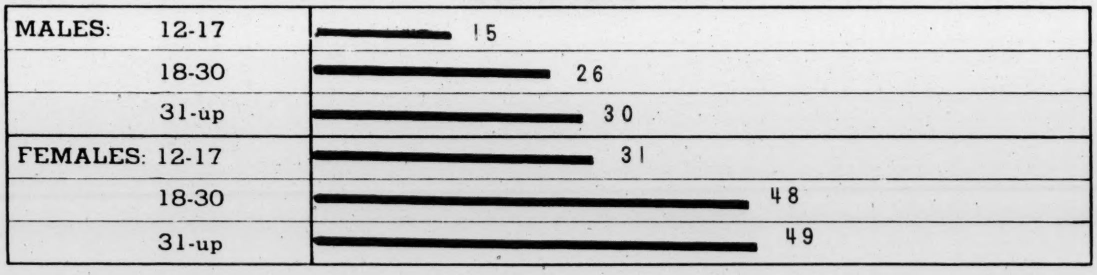
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



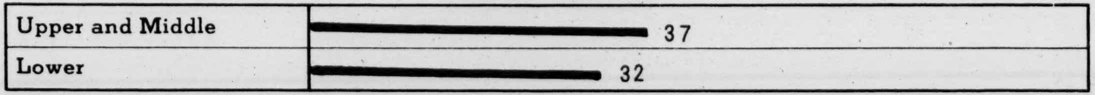




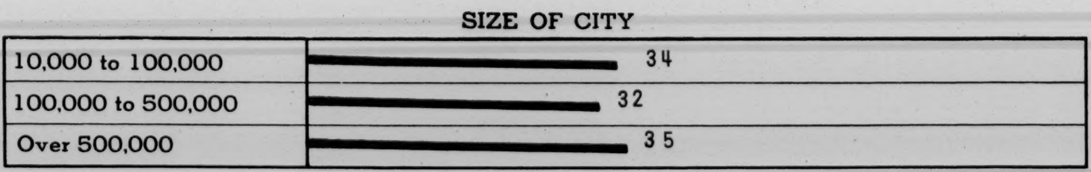
AGE GROUPS



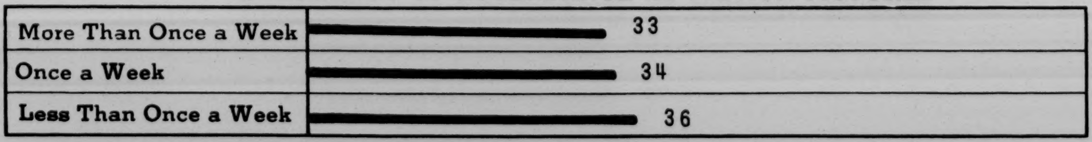
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan DAVIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	20

Upper Price Audit *	19

Males	20
Females	20

AGE GROUPS

MALES:	12-17	28
	18-30	20
	31-up	14
FEMALES:	12-17	23
	18-30	19
	31-up	19

INCOME GROUPS

Upper and Middle	15
Lower	24

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	21
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	20
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dennis DAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	13

Upper Price Audit *	12

Males	12
Females	14

AGE GROUPS

MALES:	12-17	22
	18-30	10
	31-up	8
FEMALES:	12-17	20
	18-30	12
	31-up	12

INCOME GROUPS

Upper and Middle	12
Lower	14

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	15
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	14
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Doris DAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	11

Males	11
Females	11

AGE GROUPS

MALES:	12-17	14
	18-30	12
	31-up	6
FEMALES:	12-17	21
	18-30	13
	31-up	3

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	10
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	12
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Laraine **DAY**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	18

Males	13
Females	19

AGE GROUPS

MALES:	12-17	12
	18-30	15
	31-up	10
FEMALES:	12-17	23
	18-30	20
	31-up	16

INCOME GROUPS

Upper and Middle	16
Lower	16

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	14
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

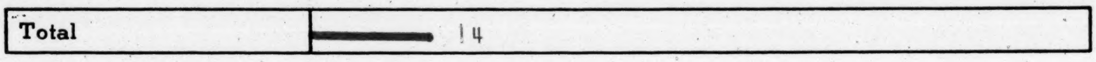
More Than Once a Week	20
Once a Week	17
Less Than Once a Week	13

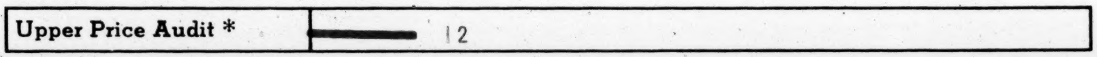
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

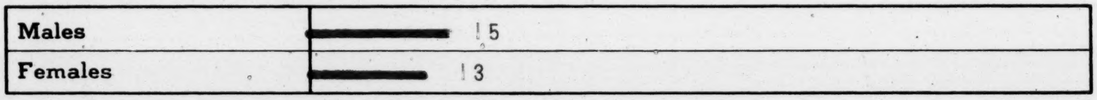
*** For Explanation of Upper Price Audit see last page of this report.**

Yvonne De CARLO

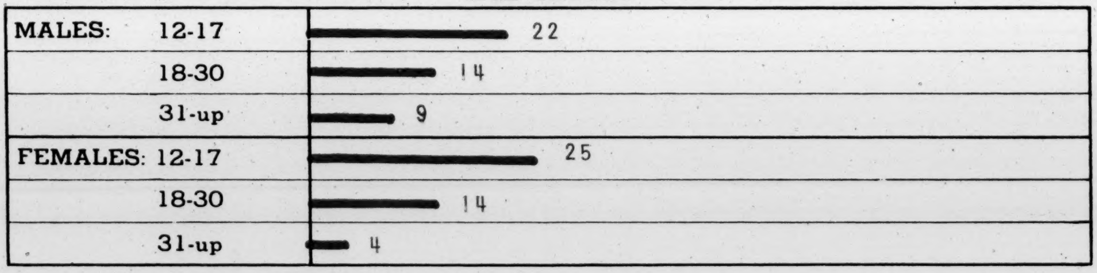
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



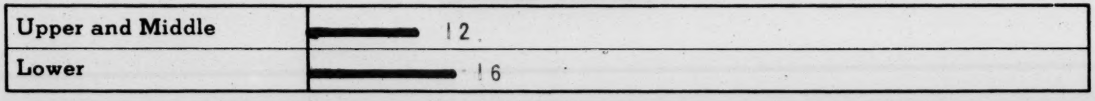




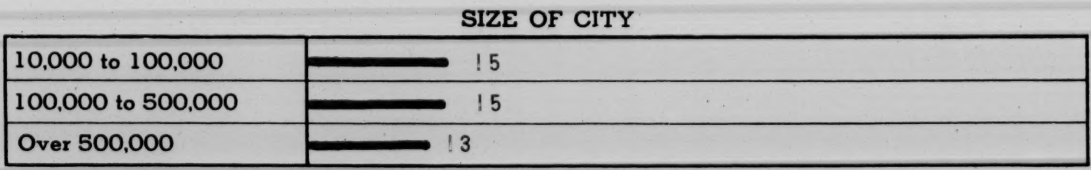
AGE GROUPS



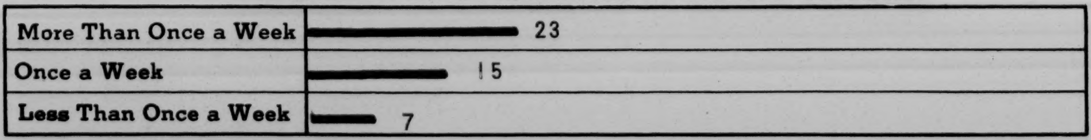
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gloria De HAVEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	11

Males	9
Females	15

AGE GROUPS

MALES:	12-17	10
	18-30	10
	31-up	6
FEMALES:	12-17	28
	18-30	9
	31-up	12

INCOME GROUPS

Upper and Middle	10
Lower	14

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	11
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	16
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Olivia De HAVILLAND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	44

Upper Price Audit *	49

Males	33
Females	55

AGE GROUPS

MALES:	12-17	24
	18-30	35
	31-up	36
FEMALES:	12-17	47
	18-30	57
	31-up	59

INCOME GROUPS

Upper and Middle	50
Lower	39

SIZE OF CITY

10,000 to 100,000	37
100,000 to 500,000	40
Over 500,000	50

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	45
Once a Week	46
Less Than Once a Week	42

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Billy DE WOLFE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	19

Males	21
Females	17

AGE GROUPS

MALES:	12-17	31
	18-30	22
	31-up	13
FEMALES:	12-17	25
	18-30	17
	31-up	12

INCOME GROUPS

Upper and Middle	21
Lower	18

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	18
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	20
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Marlene DIETRICH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	14

Males	14
Females	14

AGE GROUPS

MALES:	12-17	9
	18-30	15
	31-up	16
FEMALES:	12-17	12
	18-30	16
	31-up	14

INCOME GROUPS

Upper and Middle	14
Lower	14

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	14
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	13
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Brian DONLEVY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	12

Males	14
Females	10

AGE GROUPS

MALES:	12-17	14
	18-30	16
	31-up	13
FEMALES:	12-17	7
	18-30	11
	31-up	10

INCOME GROUPS

Upper and Middle	11
Lower	12

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	14
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	13
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Melvyn DOUGLAS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	13

Males	10
Females	14

AGE GROUPS

MALES:	12-17	6
	18-30	12
	31-up	10
FEMALES:	12-17	10
	18-30	14
	31-up	18

INCOME GROUPS

Upper and Middle	14
Lower	10

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	11
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	13
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Tom DRAKE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	15

Males	12
Females	24

AGE GROUPS

MALES:	12-17	24
	18-30	11
	31-up	4
FEMALES:	12-17	44
	18-30	26
	31-up	8

INCOME GROUPS

Upper and Middle	15
Lower	20

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	17
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	19
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Irene DUNNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	29

Upper Price Audit *	30

Males	22
Females	36

AGE GROUPS

MALES:	12-17	17
	18-30	20
	31-up	29
FEMALES:	12-17	31
	18-30	32
	31-up	43

INCOME GROUPS

Upper and Middle	32
Lower	26

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	27
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	30
Less Than Once a Week	30

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jimmy DURANTE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	29

Upper Price Audit *	25

Males	35
Females	23

AGE GROUPS

MALES:	12-17	48
	18-30	30
	31-up	32
FEMALES:	12-17	34
	18-30	20
	31-up	17

INCOME GROUPS

Upper and Middle	28
Lower	30

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	23
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	28
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Deanna DURBIN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	18

Males	15
Females	23

AGE GROUPS

MALES:	12-17	16
	18-30	14
	31-up	15
FEMALES:	12-17	29
	18-30	19
	31-up	25

INCOME GROUPS

Upper and Middle	17
Lower	20

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	18
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	21
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dan DURYEA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	12

Males	12
Females	12

AGE GROUPS

MALES:	12-17	17
	18-30	12
	31-up	7
FEMALES:	12-17	13
	18-30	14
	31-up	8

INCOME GROUPS

Upper and Middle	13
Lower	11

SIZE OF CITY

10,000 to 100,000	7
100,000 to 500,000	10
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

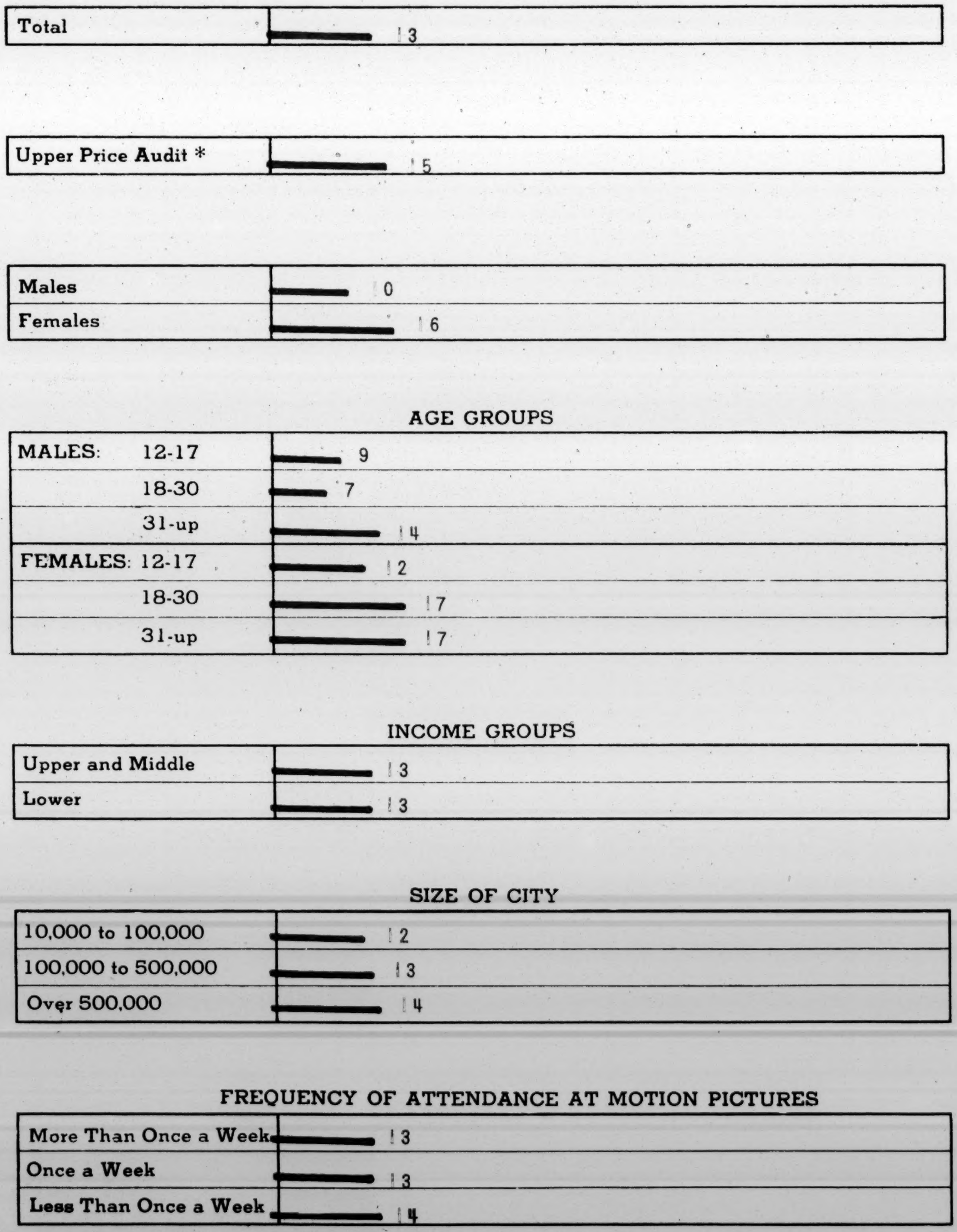
More Than Once a Week	17
Once a Week	12
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Nelson EDDY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Douglas **FAIRBANKS** Jr

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	24

Upper Price Audit *	24

Males	27
Females	21

AGE GROUPS

MALES:	12-17	36
	18-30	22
	31-up	26
FEMALES:	12-17	24
	18-30	23
	31-up	16

INCOME GROUPS

Upper and Middle	25
Lower	23

SIZE OF CITY

10,000 to 100,000	23
100,000 to 500,000	22
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	25
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Barry **FITZGERALD**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	32

Upper Price Audit *	34

Males	34
Females	30

AGE GROUPS

MALES:	12-17	33
	18-30	34
	31-up	34
FEMALES:	12-17	25
	18-30	31
	31-up	33

INCOME GROUPS

Upper and Middle	33
Lower	31

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	32
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	31
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Geraldine **FITZGERALD**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	10

Males	8
Females	12

AGE GROUPS

MALES:	12-17	7
	18-30	8
	31-up	8
FEMALES:	12-17	13
	18-30	12
	31-up	13

INCOME GROUPS

Upper and Middle	11
Lower	9

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	7
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	11
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

**** For Explanation of Upper Price Audit see last page of this report.***

Errol FLYNN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	31

Upper Price Audit *	28

Males	34
Females	28

AGE GROUPS

MALES:	12-17	45
	18-30	33
	31-up	28
FEMALES:	12-17	37
	18-30	26
	31-up	23

INCOME GROUPS

Upper and Middle	26
Lower	35

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	40
Once a Week	31
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Henry FONDA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	32

Upper Price Audit *	35

Males	34
Females	30

AGE GROUPS

MALES:	12-17	27
	18-30	38
	31-up	33
FEMALES:	12-17	28
	18-30	31
	31-up	31

INCOME GROUPS

Upper and Middle	34
Lower	30

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	30
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	34
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan FONTAINE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	30

Upper Price Audit *	32

Males	22
Females	38

AGE GROUPS

MALES:	12-17	19
	18-30	23
	31-up	23
FEMALES:	12-17	35
	18-30	40
	31-up	38

INCOME GROUPS

Upper and Middle	32
Lower	29

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	28
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	32
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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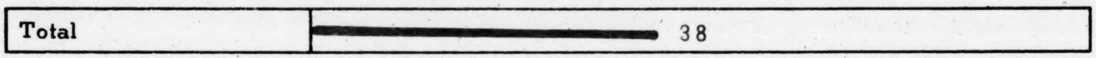
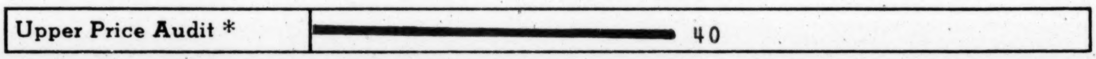
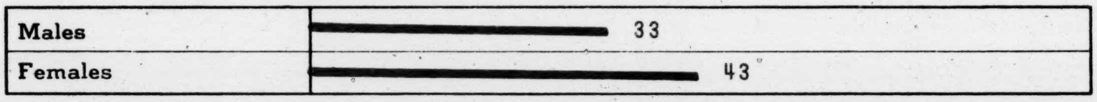
Glenn FORD

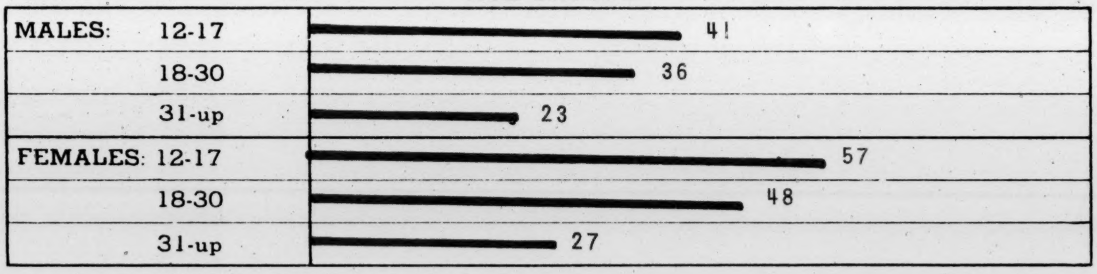
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



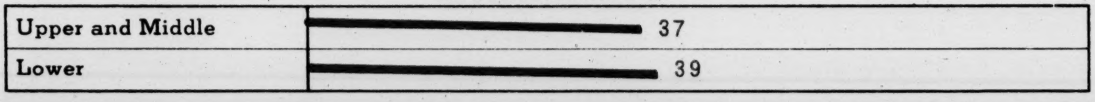




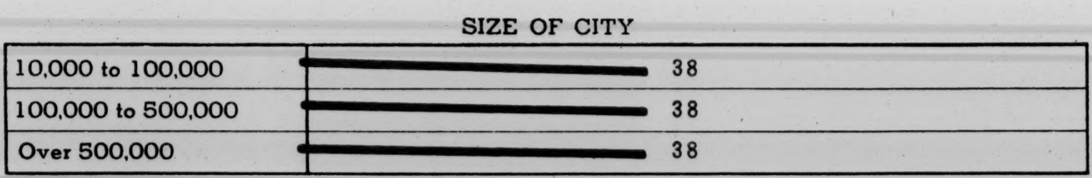
AGE GROUPS



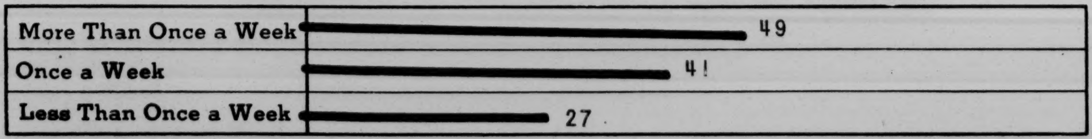
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

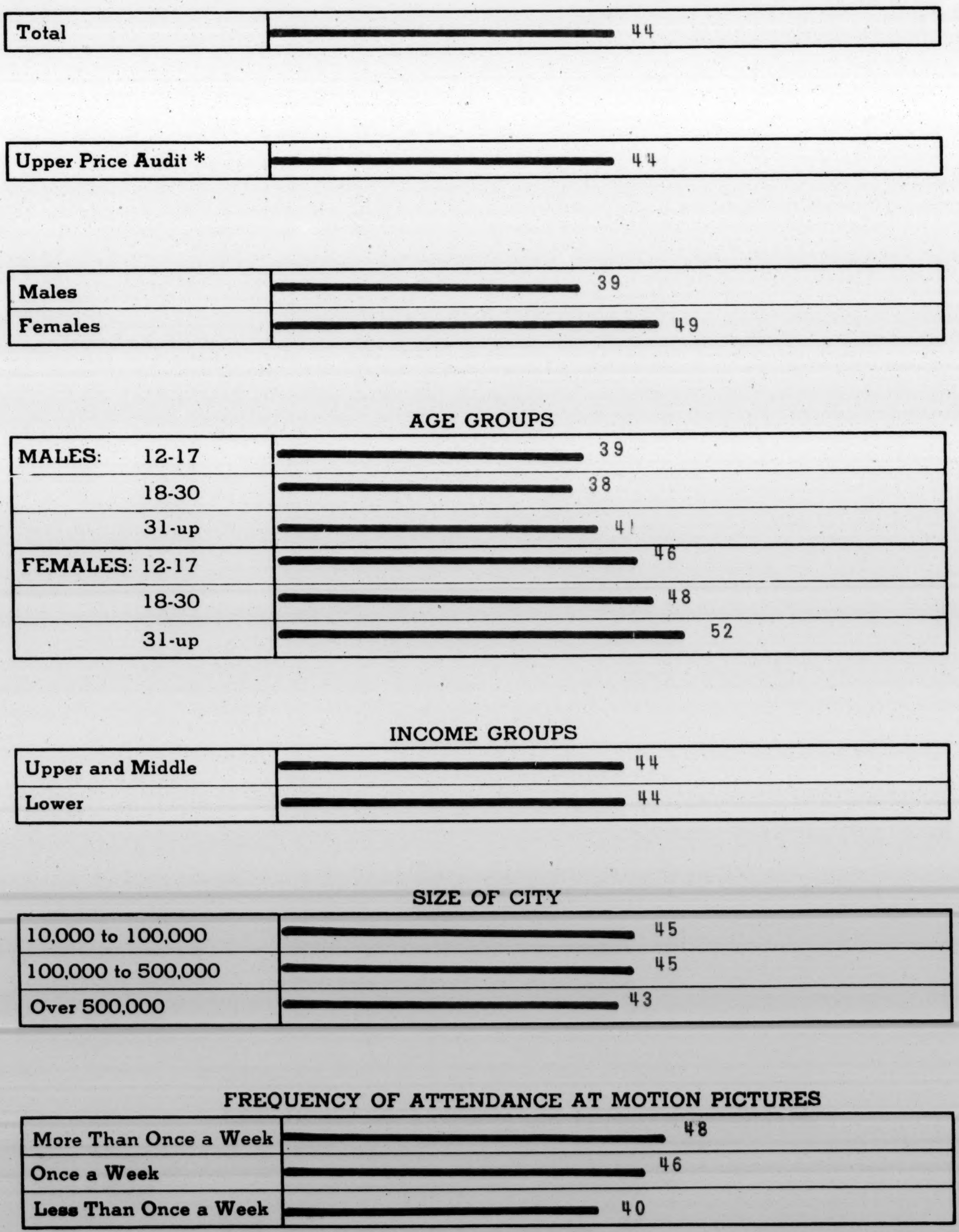


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Clark GABLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket

* For Explanation of Upper Price Audit see last page of this report.

Greta GARBO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	10

Males	7
Females	13

AGE GROUPS

MALES:	12-17	1
	18-30	7
	31-up	12
FEMALES:	12-17	7
	18-30	11
	31-up	19

INCOME GROUPS

Upper and Middle	13
Lower	8

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	7
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	10
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ava GARDNER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	19

Males	17
Females	19

AGE GROUPS

MALES:	12-17	22
	18-30	20
	31-up	9
FEMALES:	12-17	31
	18-30	17
	31-up	12

INCOME GROUPS

Upper and Middle	17
Lower	18

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	17
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

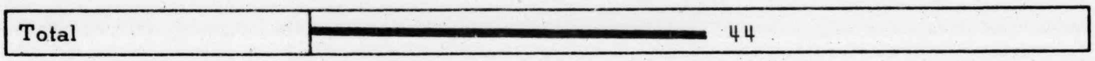
More Than Once a Week	23
Once a Week	21
Less Than Once a Week	12

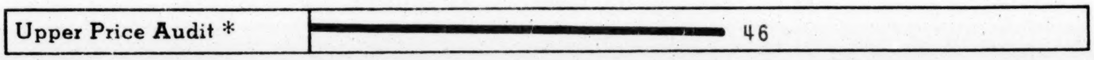
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

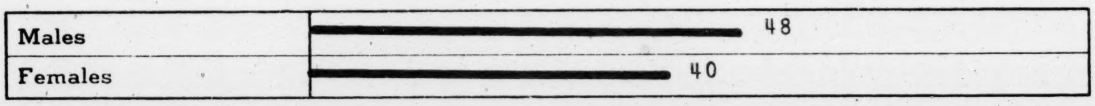
*** For Explanation of Upper Price Audit see last page of this report.**

John **GARFIELD**

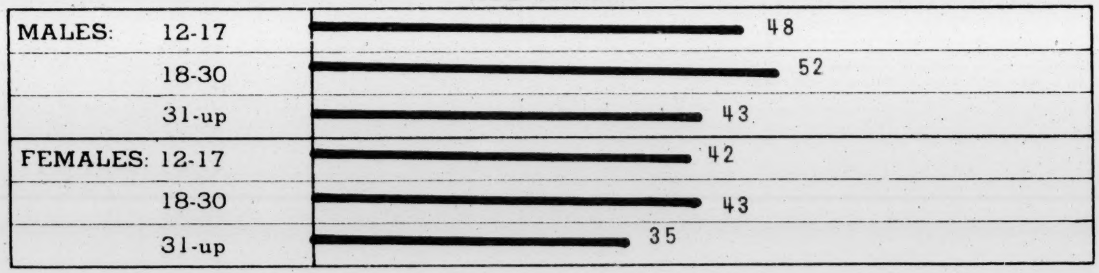
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



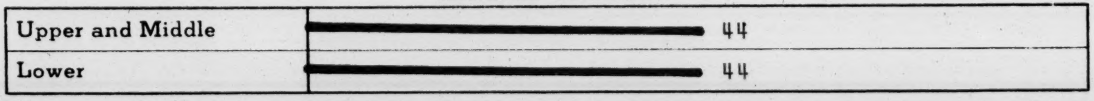




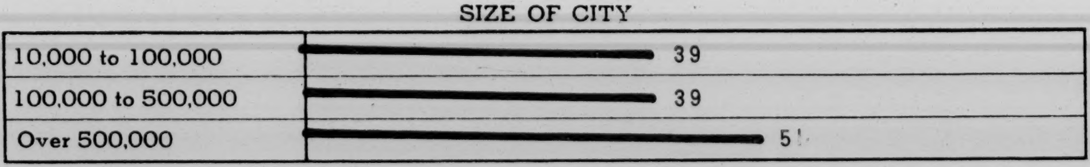
AGE GROUPS



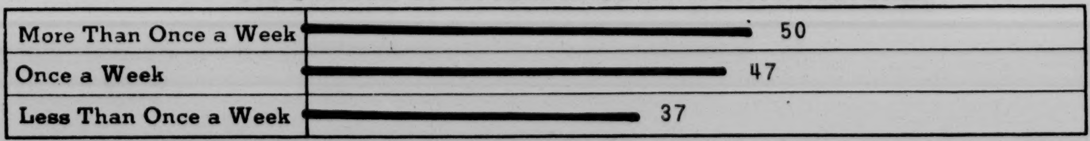
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



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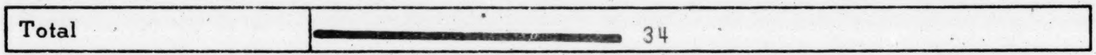
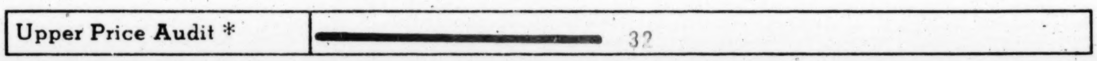
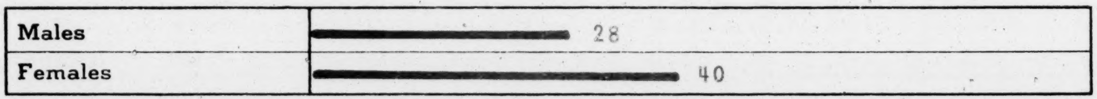
* For Explanation of Upper Price Audit see last page of this report.

Judy GARLAND

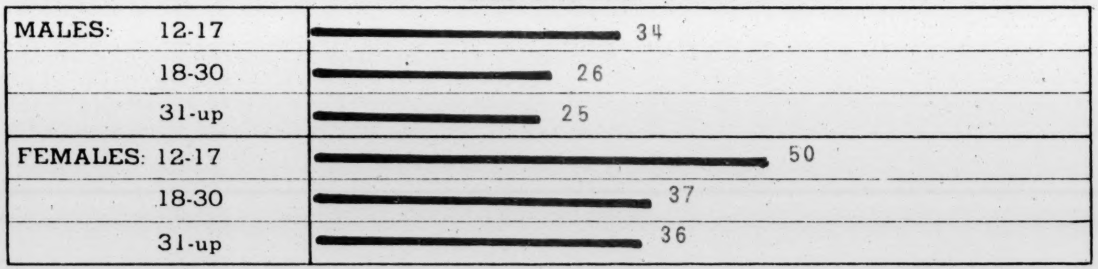
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



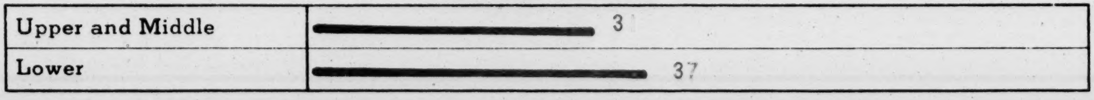




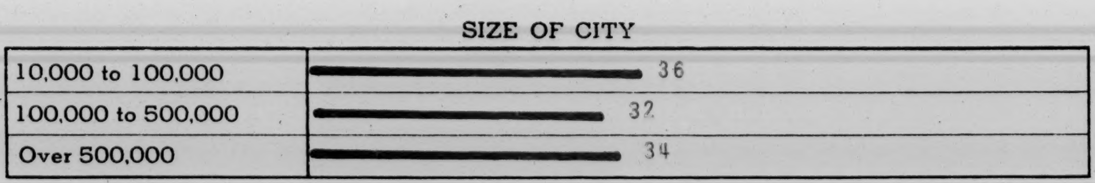
AGE GROUPS



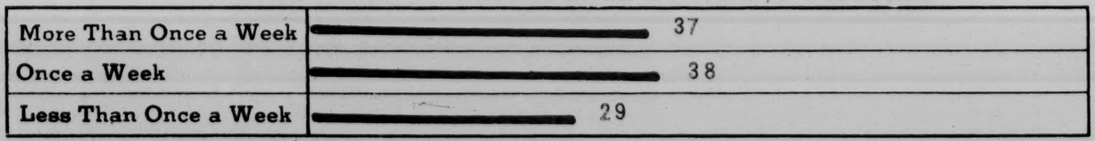
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

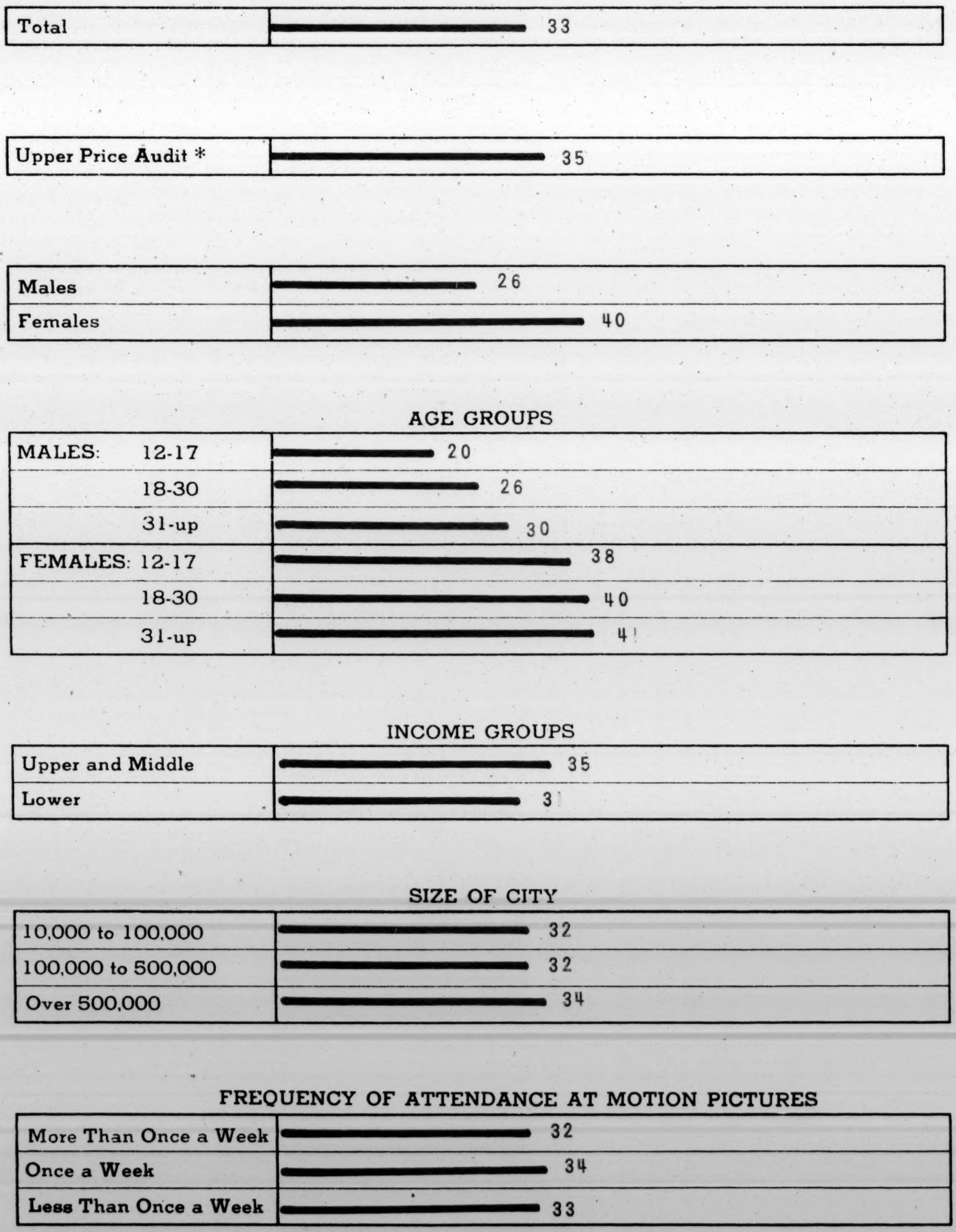


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Greer **GARSON**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Paulette GODDARD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	24

Upper Price Audit *	26

Males	21
Females	27

AGE GROUPS

MALES:	12-17	20
	18-30	22
	31-up	21
FEMALES:	12-17	28
	18-30	27
	31-up	25

INCOME GROUPS

Upper and Middle	24
Lower	24

SIZE OF CITY

10,000 to 100,000	23
100,000 to 500,000	24
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	26
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Betty GRABLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	37

Upper Price Audit *	33

Males	36
Females	38

AGE GROUPS

MALES:	12-17	44
	18-30	35
	31-up	30
FEMALES:	12-17	48
	18-30	34
	31-up	36

INCOME GROUPS

Upper and Middle	33
Lower	40

SIZE OF CITY

10,000 to 100,000	39
100,000 to 500,000	40
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	42
Once a Week	41
Less Than Once a Week	30

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket

* For Explanation of Upper Price Audit see last page of this report.

Cary GRANT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	51

Upper Price Audit *	52

Males	49
Females	54

AGE GROUPS

MALES:	12-17	52
	18-30	48
	31-up	47
FEMALES:	12-17	54
	18-30	55
	31-up	54

INCOME GROUPS

Upper and Middle	53
Lower	49

SIZE OF CITY

10,000 to 100,000	49
100,000 to 500,000	49
Over 500,000	54

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	52
Once a Week	55
Less Than Once a Week	47

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Kathryn GRAYSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	20

Males	11
Females	23

AGE GROUPS

MALES:	12-17	12
	18-30	13
	31-up	8
FEMALES:	12-17	36
	18-30	23
	31-up	14

INCOME GROUPS

Upper and Middle	18
Lower	17

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	17
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	20
Once a Week	20
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Sydney **GREENSTREET**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	20

Upper Price Audit *	22

Males	26
Females	14

AGE GROUPS

MALES:	12-17	20
	18-30	31
	31-up	23
FEMALES:	12-17	7
	18-30	16
	31-up	17

INCOME GROUPS

Upper and Middle	22
Lower	19

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	19
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	22
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jon HALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	11

Males	10
Females	12

AGE GROUPS

MALES:	12-17	12
	18-30	11
	31-up	7
FEMALES:	12-17	17
	18-30	13
	31-up	8

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	11
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	11
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Rex HARRISON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	19

Males	13
Females	19

AGE GROUPS

MALES:	12-17	13
	18-30	14
	31-up	12
FEMALES:	12-17	18
	18-30	22
	31-up	17

INCOME GROUPS

Upper and Middle	19
Lower	14

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	13
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

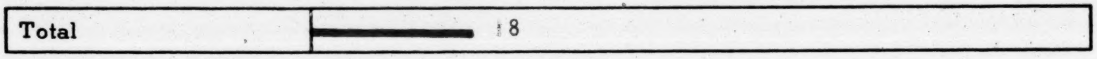
More Than Once a Week	16
Once a Week	18
Less Than Once a Week	15

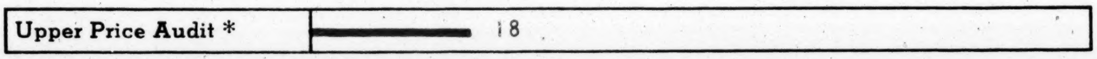
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

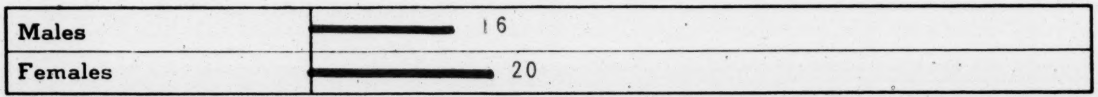
*** For Explanation of Upper Price Audit see last page of this report.**

June **HAVER**

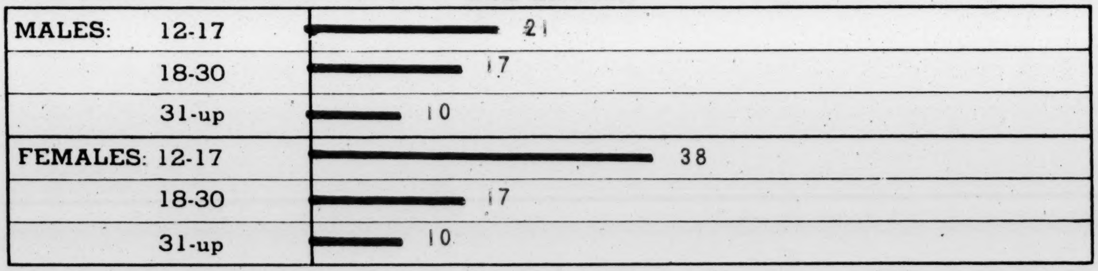
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



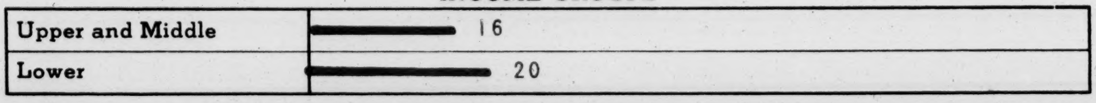




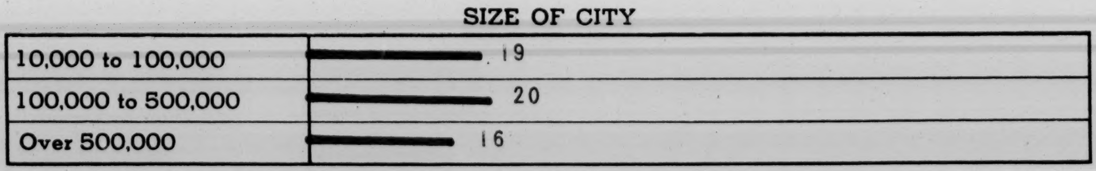
AGE GROUPS



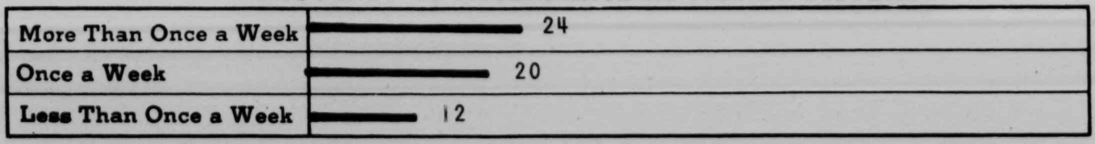
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Dick HAYMES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	22

Upper Price Audit *	21

Males	16
Females	28

AGE GROUPS

MALES:	12-17	18
	18-30	17
	31-up	14
FEMALES:	12-17	45
	18-30	28
	31-up	15

INCOME GROUPS

Upper and Middle	19
Lower	25

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	25
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	22
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Louis **HAYWARD**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	11

Upper Price Audit *	11

Males	9
Females	13

AGE GROUPS

MALES:	12-17	12
	18-30	9
	31-up	7
FEMALES:	12-17	21
	18-30	12
	31-up	9

INCOME GROUPS

Upper and Middle	11
Lower	11

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	11
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

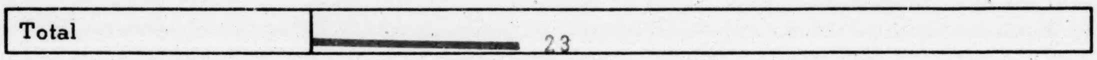
More Than Once a Week	19
Once a Week	10
Less Than Once a Week	7

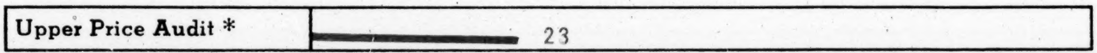
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

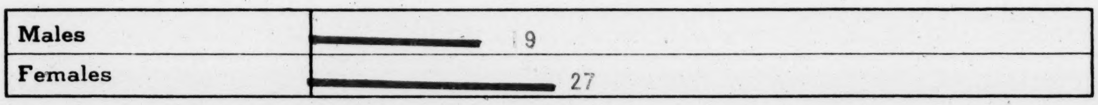
*** For Explanation of Upper Price Audit see last page of this report.**

Susan HAYWARD

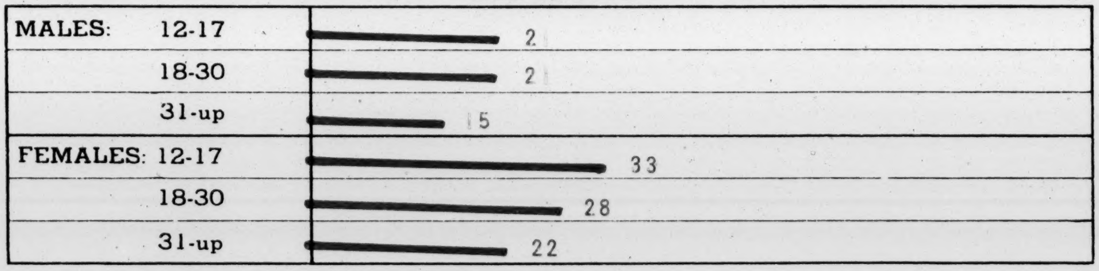
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



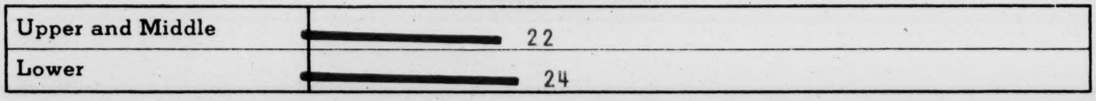




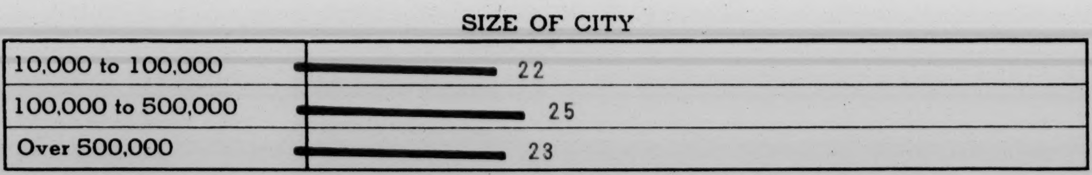
AGE GROUPS



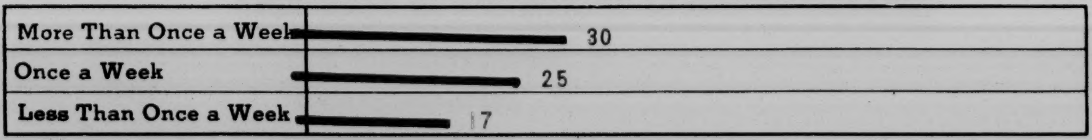
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Rita HAYWORTH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	38

Upper Price Audit *	38

Males	37
Females	39

AGE GROUPS

MALES:	12-17	40
	18-30	36
	31-up	36
FEMALES:	12-17	48
	18-30	40
	31-up	32

INCOME GROUPS

Upper and Middle	36
Lower	39

SIZE OF CITY

10,000 to 100,000	38
100,000 to 500,000	37
Over 500,000	39

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	44
Once a Week	41
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Van HEFLIN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	30

Upper Price Audit *	34

Males	28
Females	32

AGE GROUPS

MALES:	**12-17**	25
	18-30	33
	31-up	23
FEMALES:	**12-17**	29
	18-30	37
	31-up	28

INCOME GROUPS

Upper and Middle	33
Lower	28

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	27
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	32
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Paul HENREID

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	19

Males	13
Females	19

AGE GROUPS

MALES:	12-17	9
	18-30	14
	31-up	14
FEMALES:	12-17	16
	18-30	25
	31-up	14

INCOME GROUPS

Upper and Middle	18
Lower	15

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	13
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

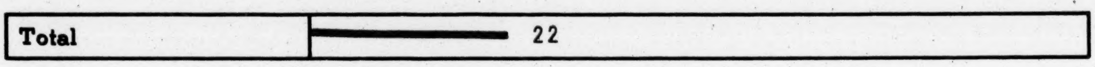
More Than Once a Week	17
Once a Week	17
Less Than Once a Week	15

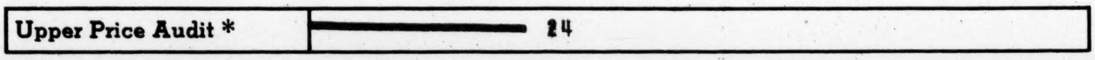
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

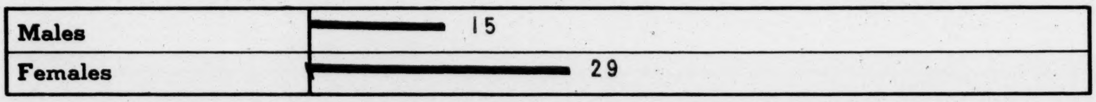
*** For Explanation of Upper Price Audit see last page of this report.**

Katharine HEPBURN

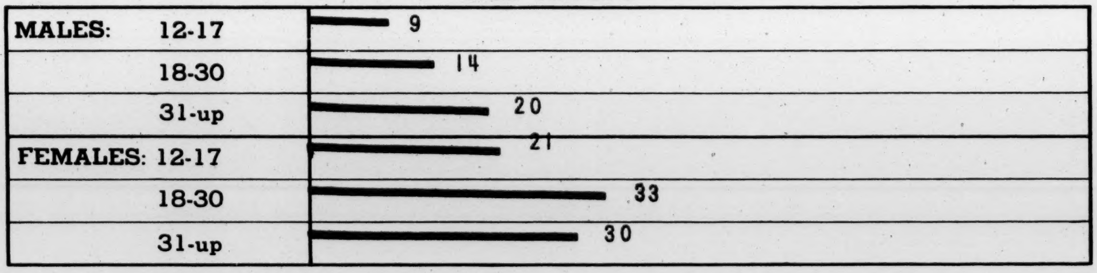
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



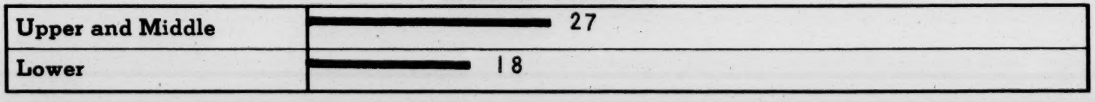




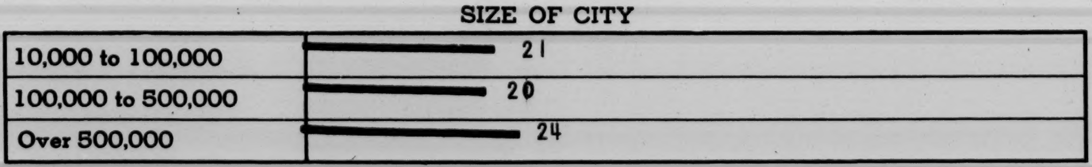
AGE GROUPS



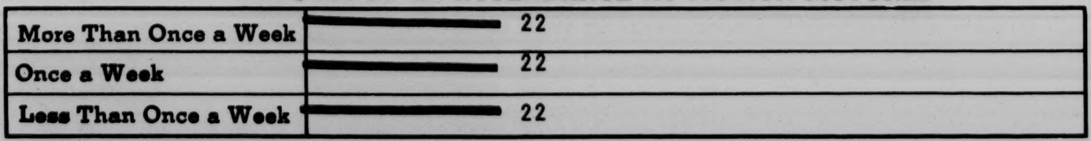
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



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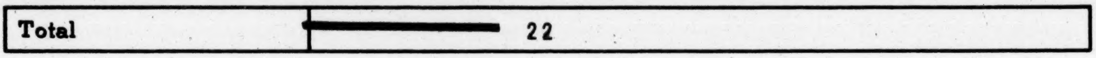
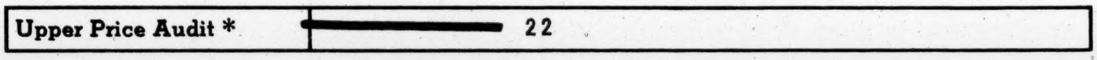
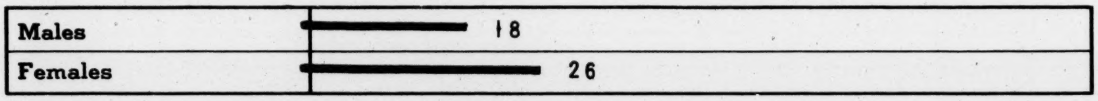
John HODIAK

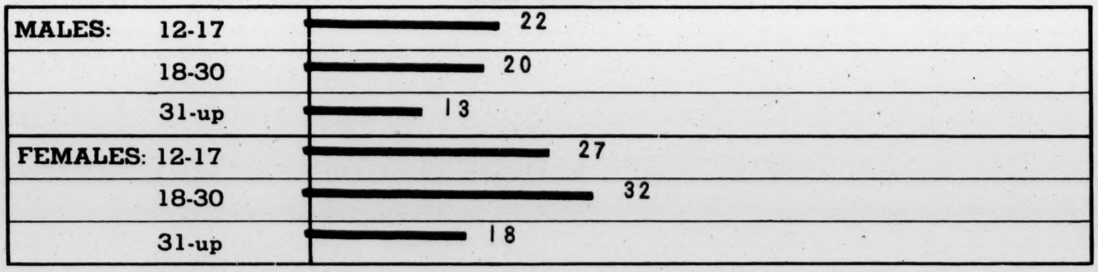
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



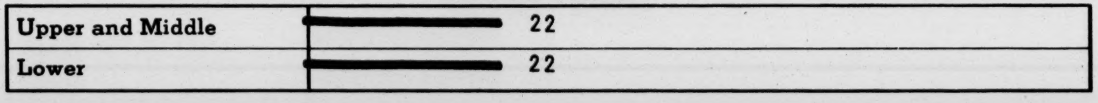




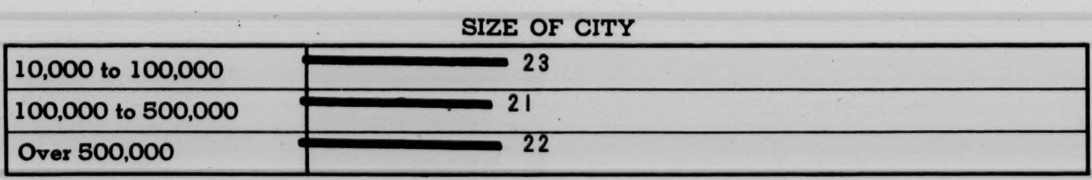
AGE GROUPS



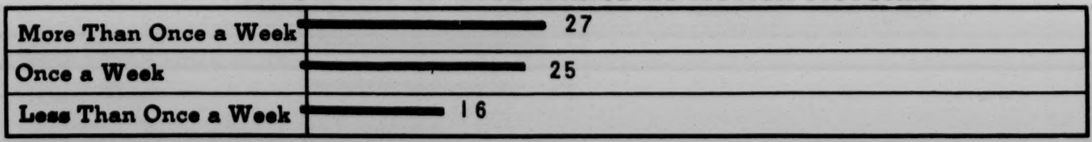
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

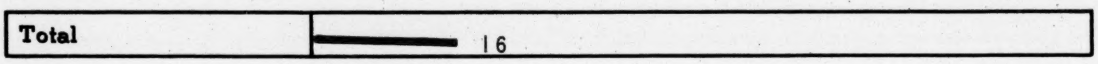


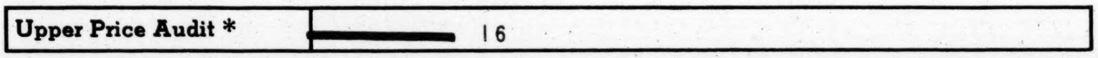
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

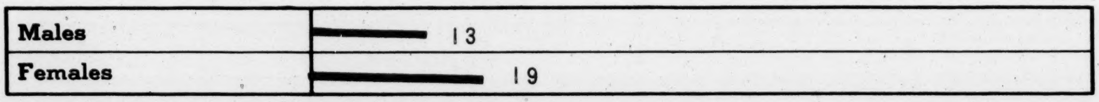
* For Explanation of Upper Price Audit see last page of this report.

William **HOLDEN**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS







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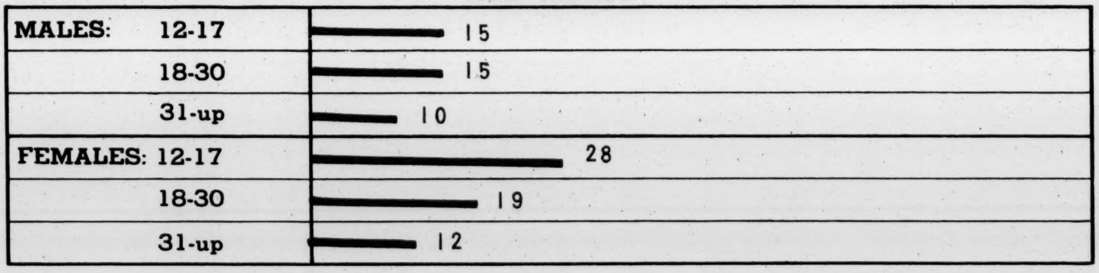
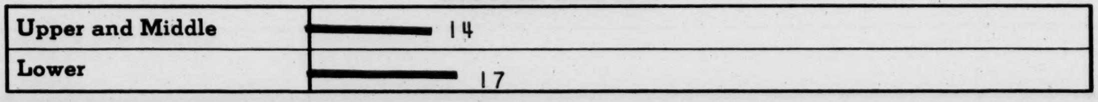
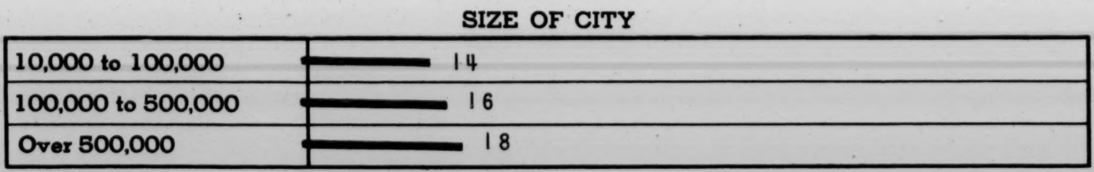


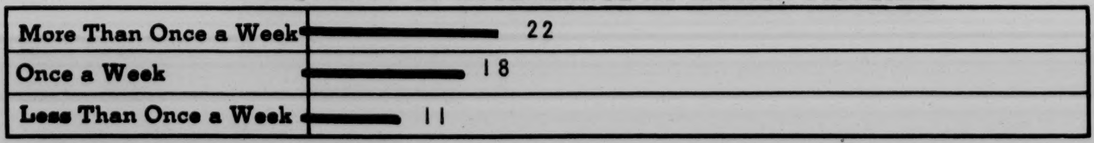
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

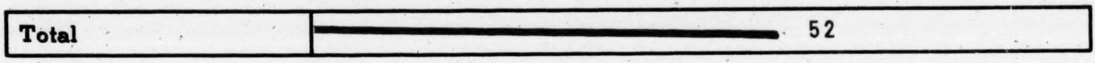


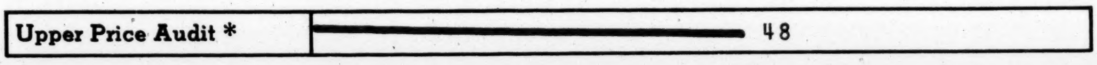
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

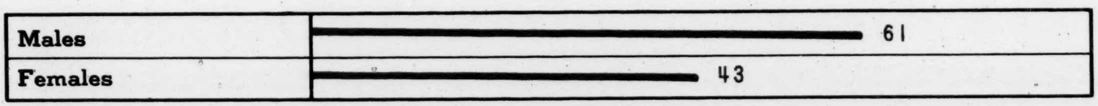
*** For Explanation of Upper Price Audit see last page of this report.**

Bob HOPE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS







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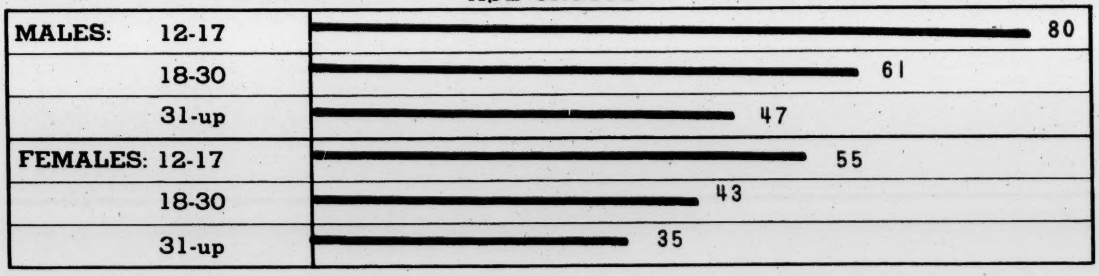

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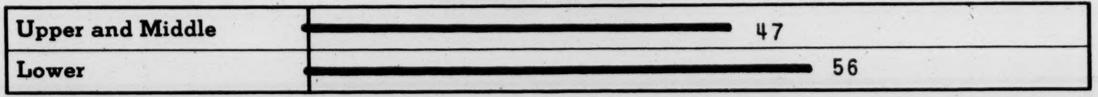
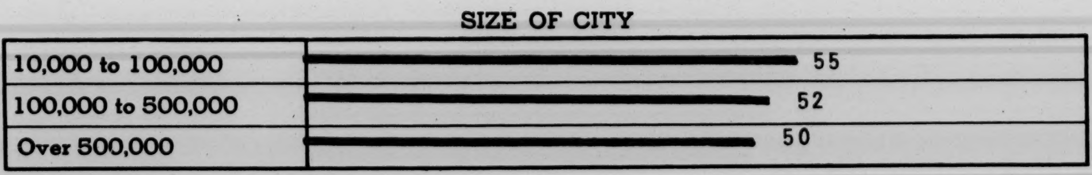
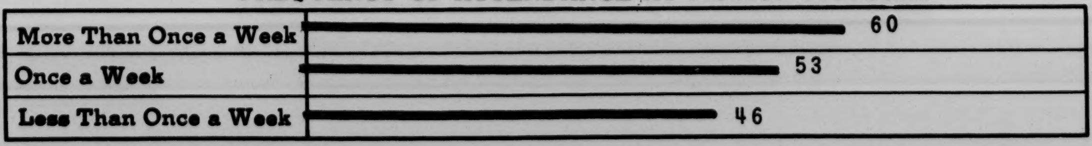


SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Marsha HUNT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	10

Males	7
Females	14

AGE GROUPS

MALES:	**12-17**	7
	18-30	7
	31-up	5
FEMALES:	**12-17**	14
	18-30	14
	31-up	13

INCOME GROUPS

Upper and Middle	11
Lower	9

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	9
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	11
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Walter **HUSTON**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	22

Males	21
Females	17

AGE GROUPS

MALES:	12-17	12
	18-30	20
	31-up	27
FEMALES:	12-17	11
	18-30	16
	31-up	23

INCOME GROUPS

Upper and Middle	23
Lower	16

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	14
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	20
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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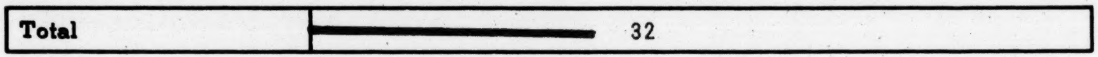
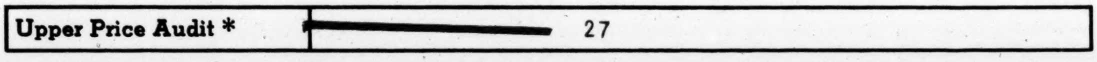
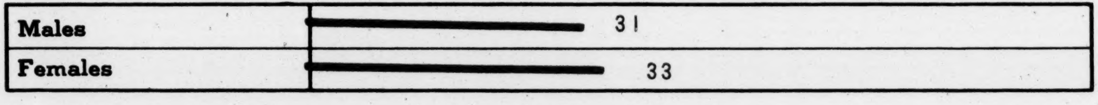
Betty HUTTON

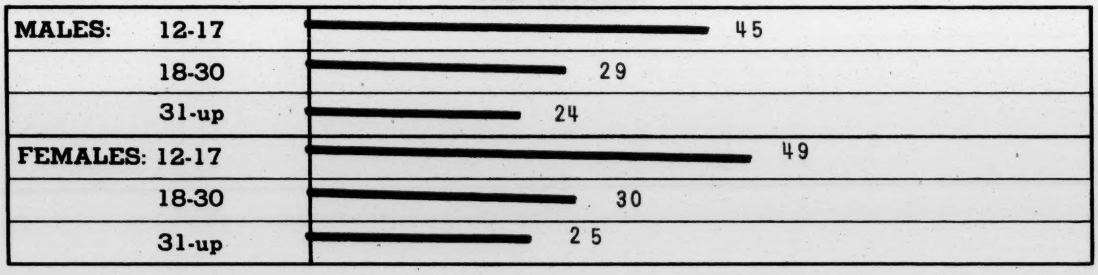
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



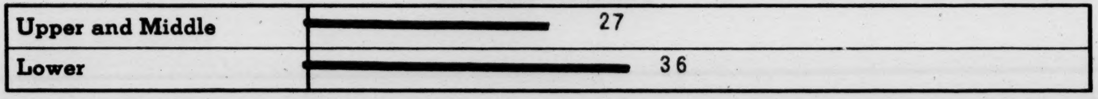




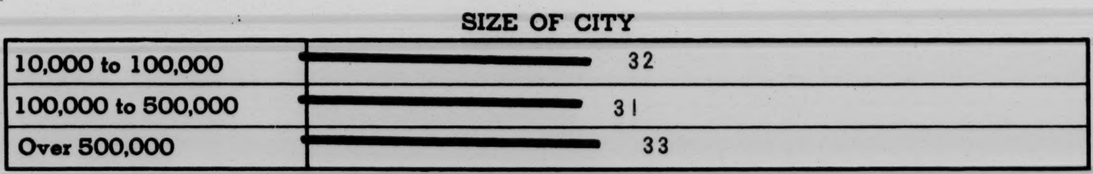
AGE GROUPS



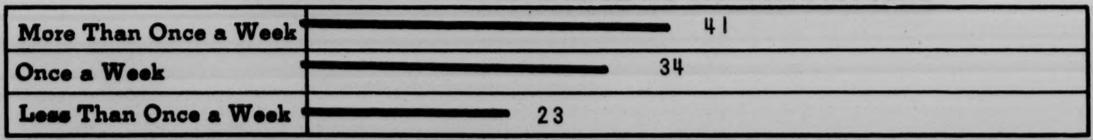
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jack "Butch" JENKINS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	16

Males	14
Females	20

AGE GROUPS

MALES:	12-17	27
	18-30	12
	31-up	9
FEMALES:	12-17	31
	18-30	16
	31-up	17

INCOME GROUPS

Upper and Middle	16
Lower	18

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	21
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	19
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Van JOHNSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	32

Upper Price Audit *	29

Males	24
Females	40

AGE GROUPS

MALES:	12-17	37
	18-30	23
	31-up	17
FEMALES:	12-17	55
	18-30	39
	31-up	30

INCOME GROUPS

Upper and Middle	30
Lower	34

SIZE OF CITY

10,000 to 100,000	37
100,000 to 500,000	34
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

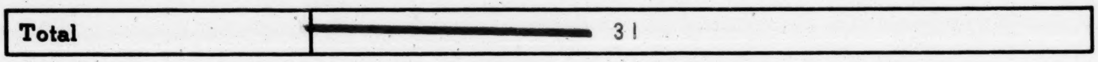
More Than Once a Week	41
Once a Week	35
Less Than Once a Week	24

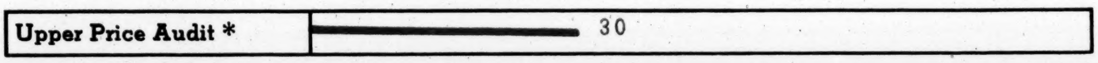
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

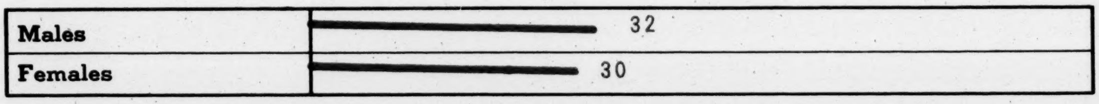
*** For Explanation of Upper Price Audit see last page of this report.**

Al JOLSON

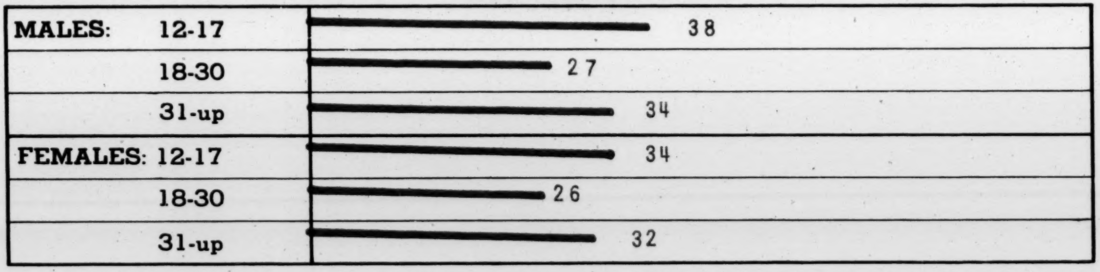
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



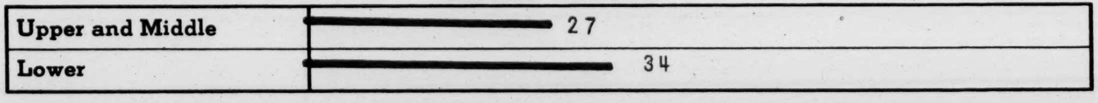




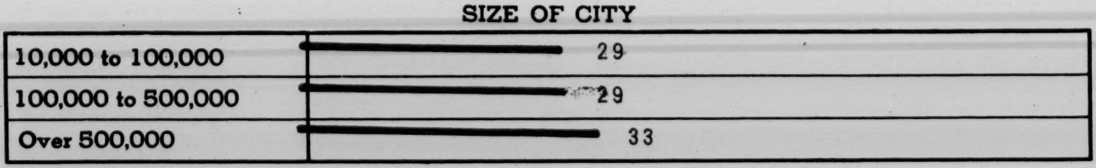
AGE GROUPS



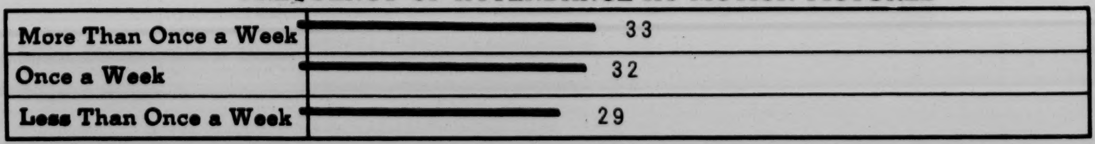
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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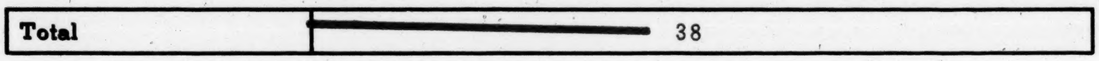
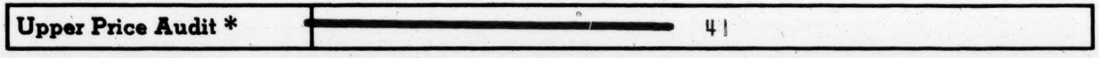
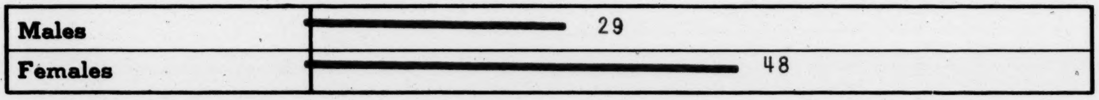
Jennifer JONES

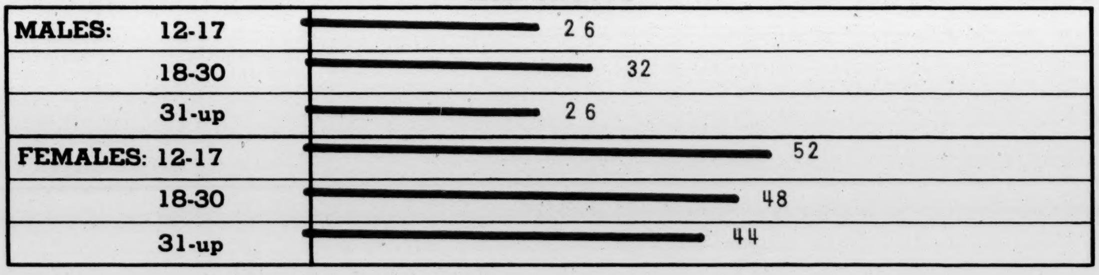
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



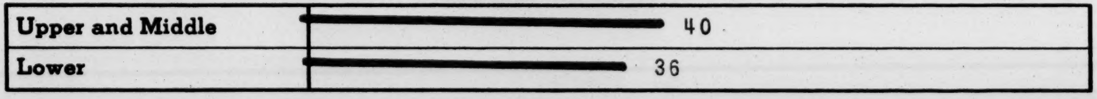




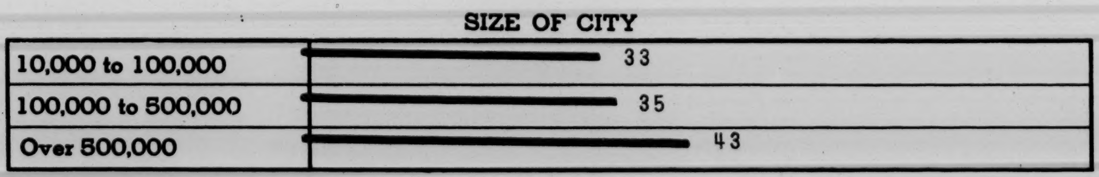
AGE GROUPS



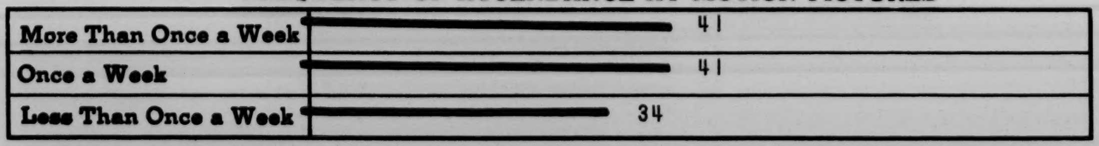
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

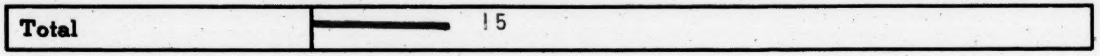


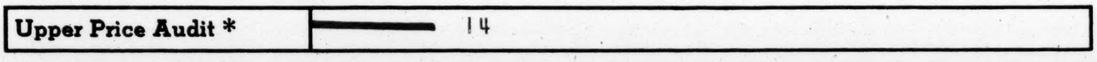
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

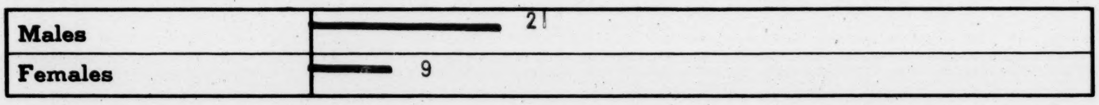
** For Explanation of Upper Price Audit see last page of this report.*

Boris KARLOFF

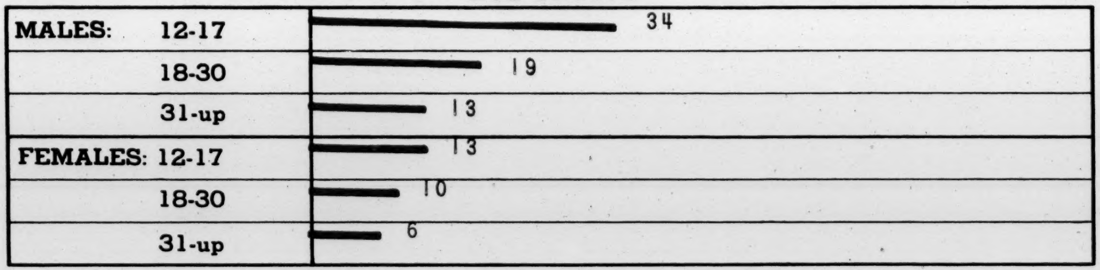
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



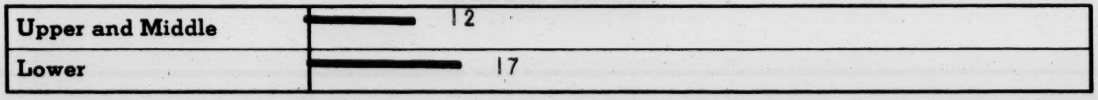




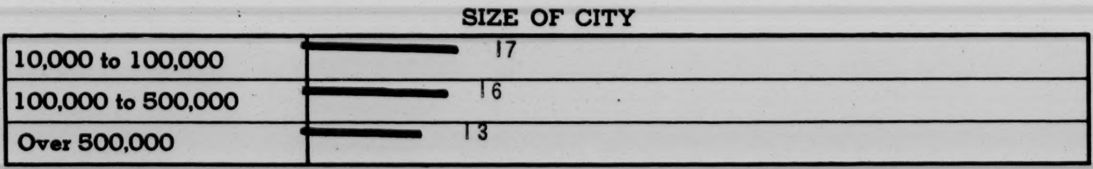
AGE GROUPS



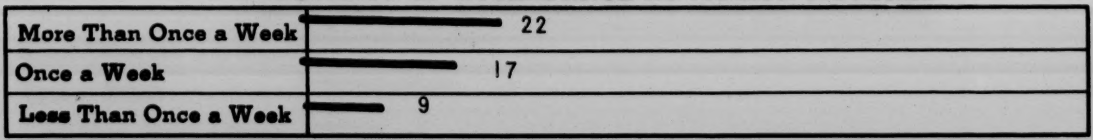
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Danny KAYE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	41

Upper Price Audit *	43

Males	47
Females	35

AGE GROUPS

MALES:	**12-17**	70
	18-30	45
	31-up	32
FEMALES:	**12-17**	47
	18-30	35
	31-up	26

INCOME GROUPS

Upper and Middle	42
Lower	40

SIZE OF CITY

10,000 to 100,000	37
100,000 to 500,000	38
Over 500,000	46

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

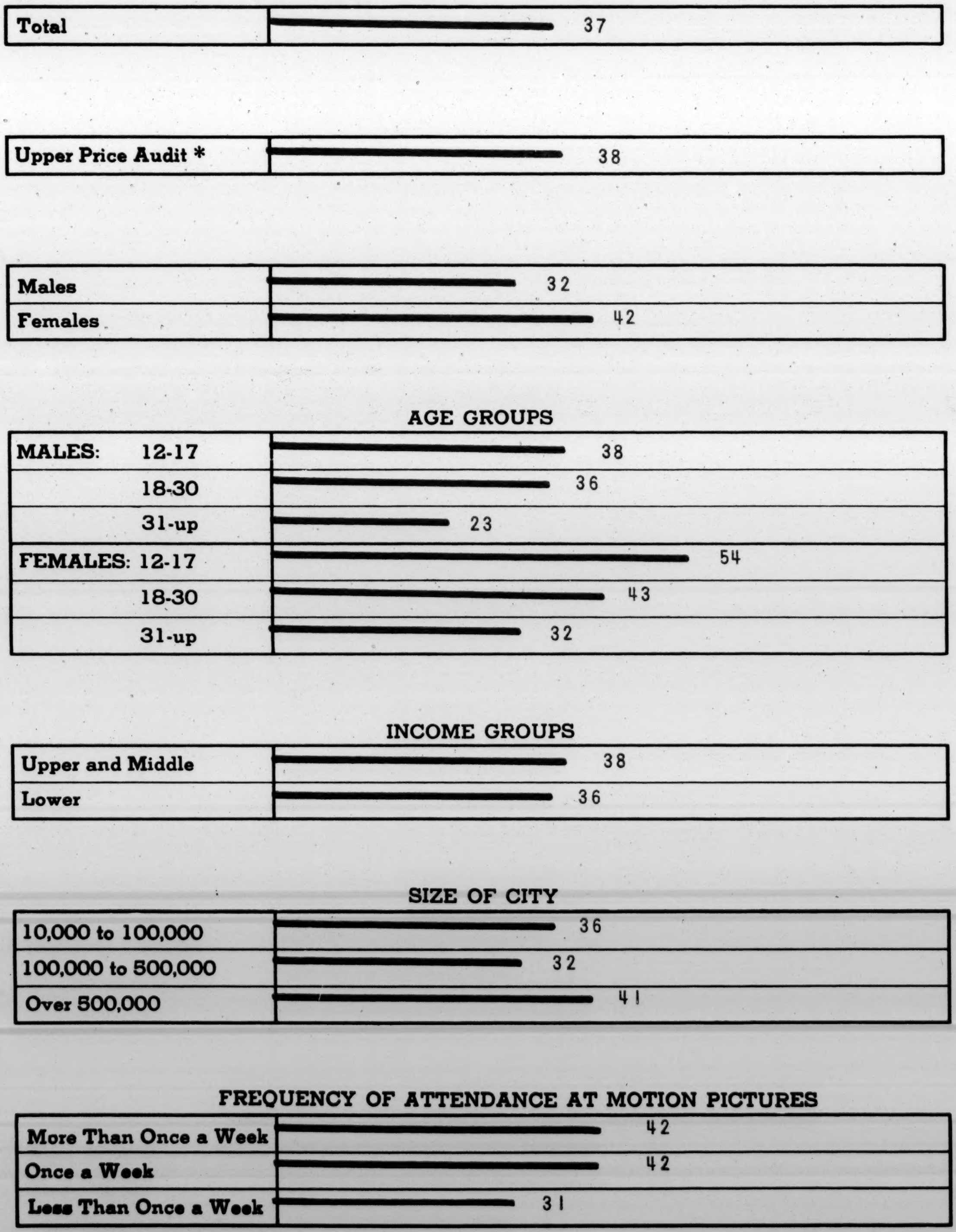
More Than Once a Week	48
Once a Week	45
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gene **KELLY**

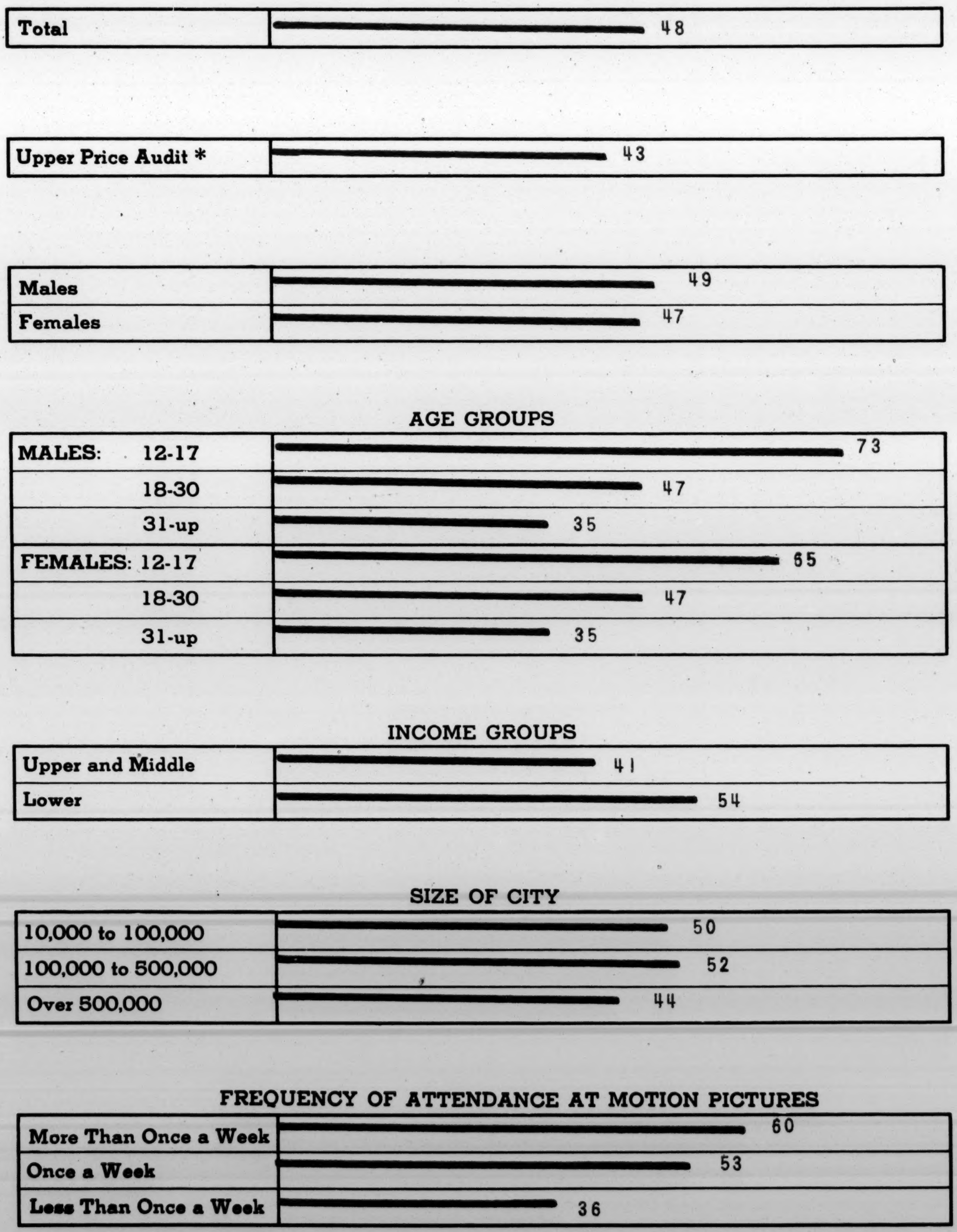
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Veronica LAKE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	11

Males	14
Females	14

AGE GROUPS

MALES:	**12-17**	24
	18-30	11
	31-up	11
FEMALES:	**12-17**	23
	18-30	12
	31-up	11

INCOME GROUPS

Upper and Middle	10
Lower	17

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

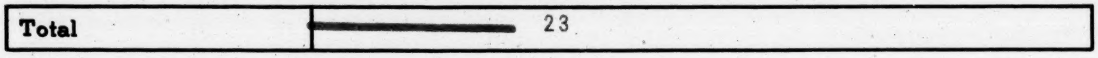
More Than Once a Week	19
Once a Week	15
Less Than Once a Week	10

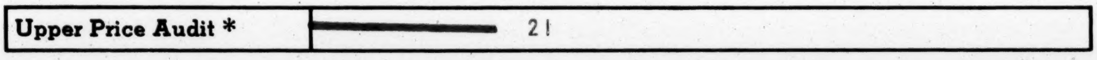
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

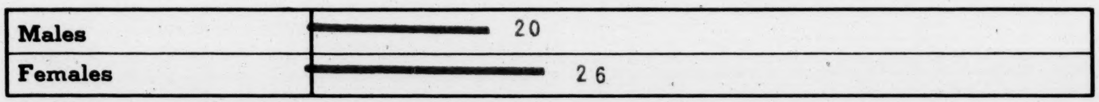
*** For Explanation of Upper Price Audit see last page of this report.**

Hedy LAMARR

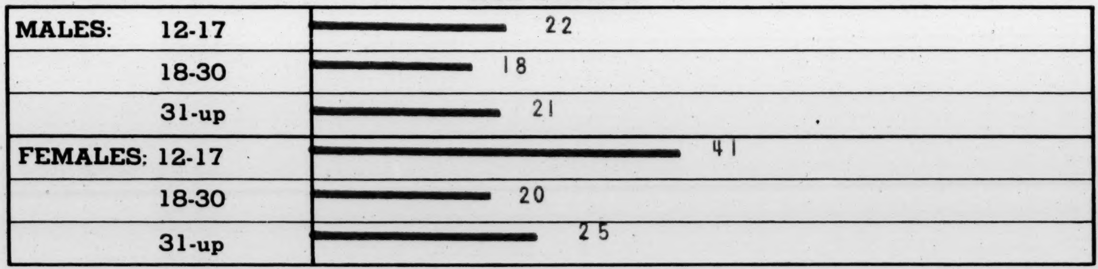
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



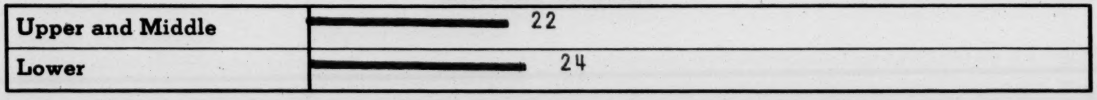




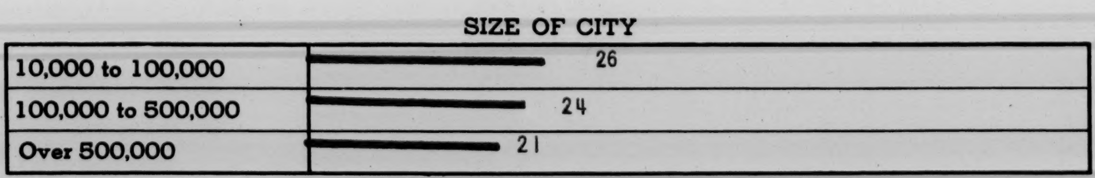
AGE GROUPS



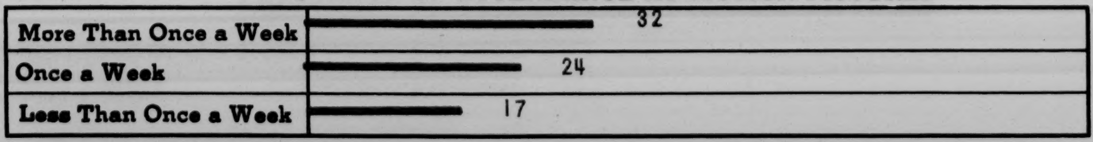
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

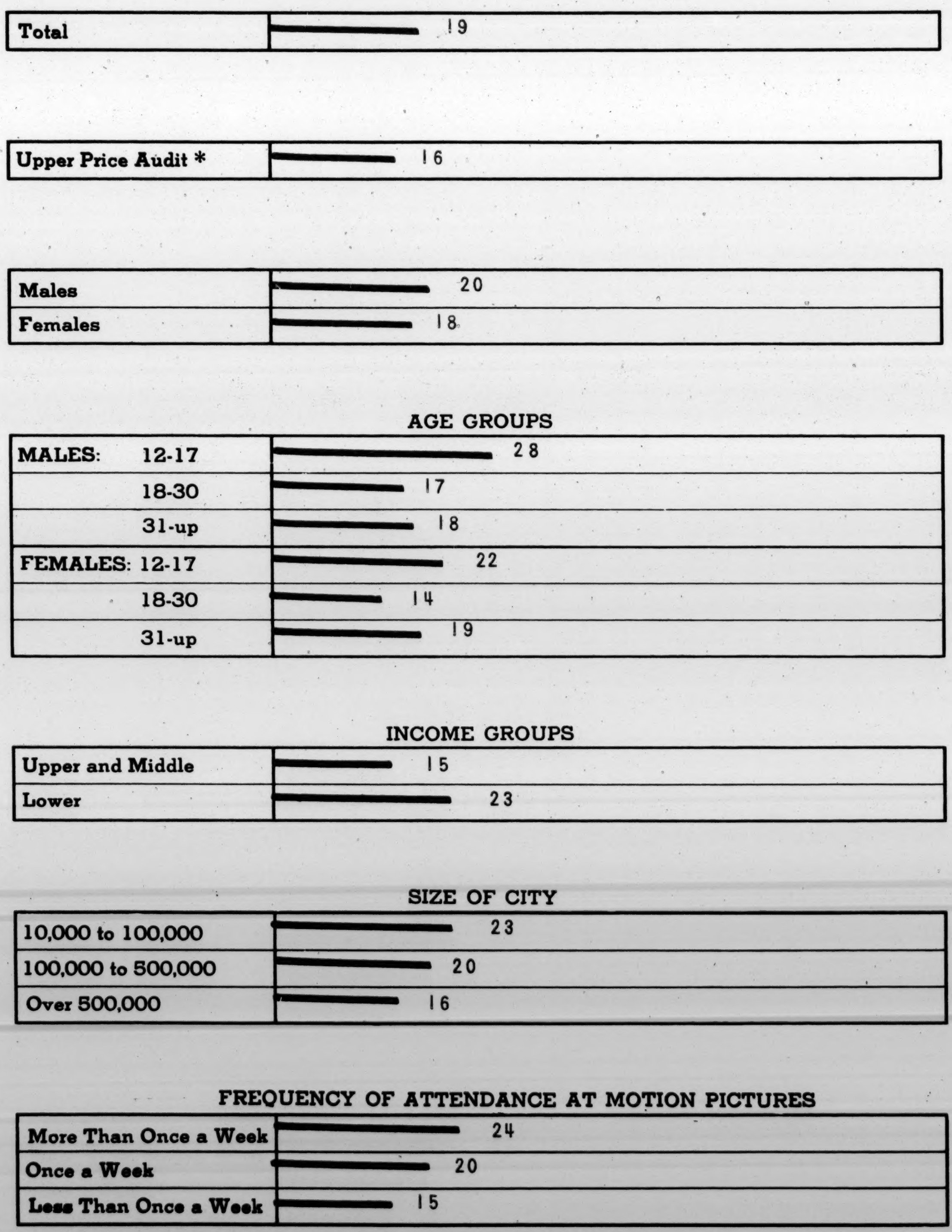


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dorothy **LAMOUR**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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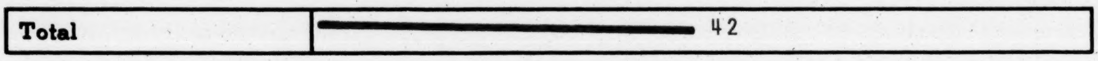
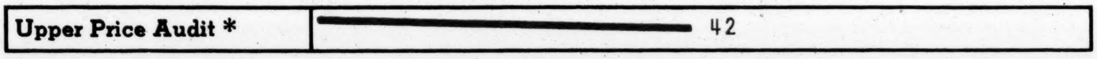
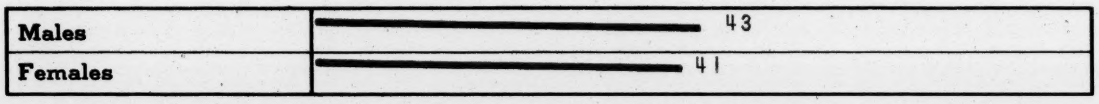
Burt LANCASTER

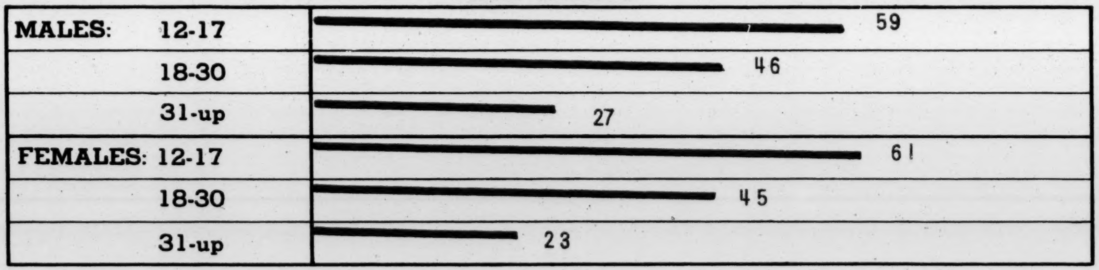
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



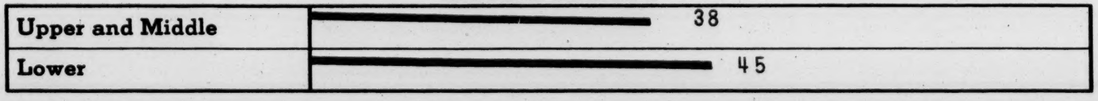




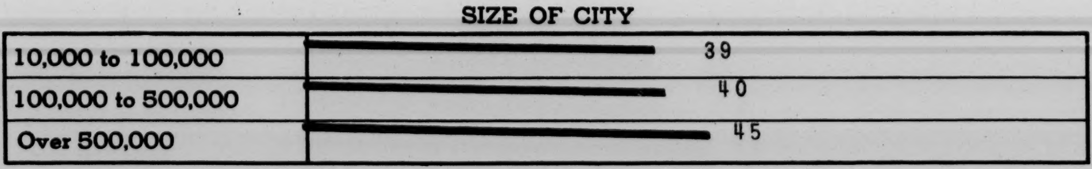
AGE GROUPS



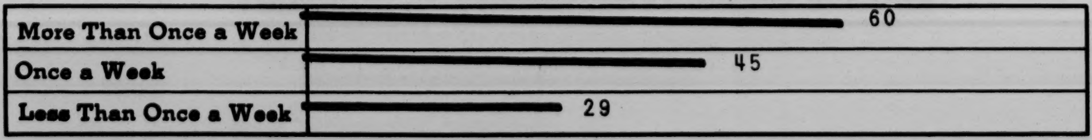
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

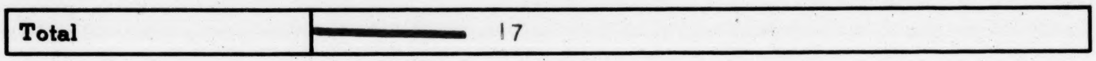


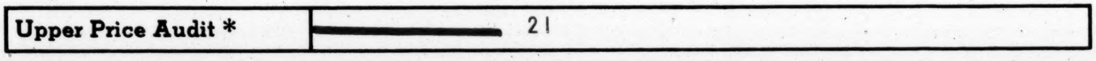
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

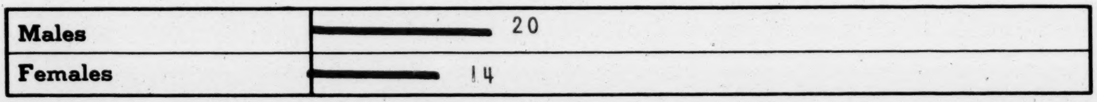
*** For Explanation of Upper Price Audit see last page of this report.**

Charles **LAUGHTON**

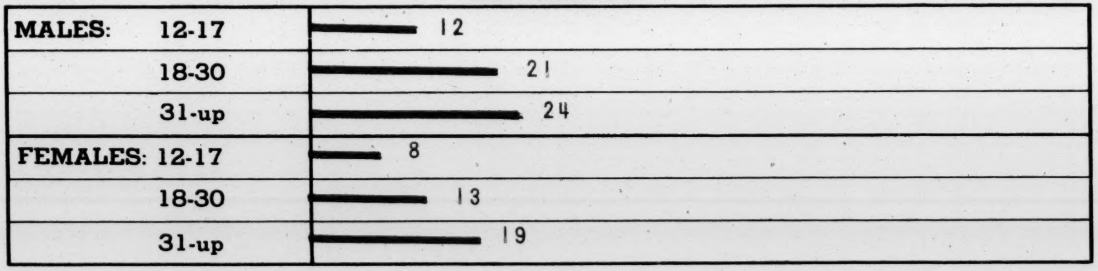
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



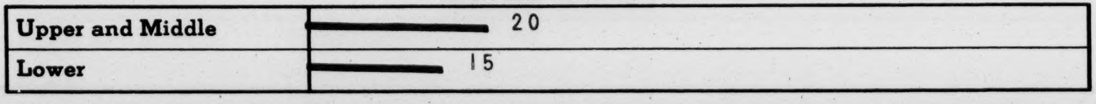




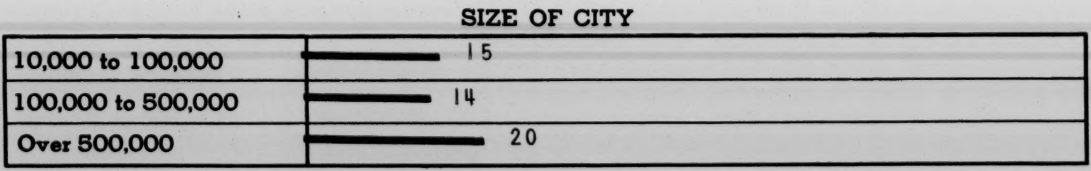
AGE GROUPS



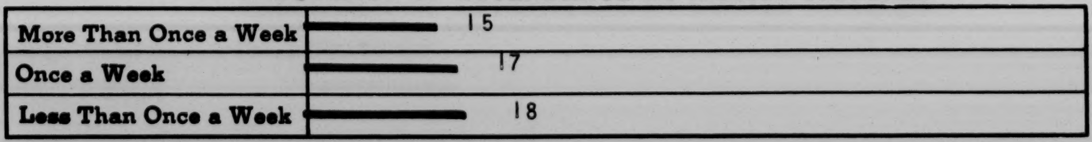
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Peter LAWFORD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	19

Males	14
Females	28

AGE GROUPS

MALES:	**12-17**	24
	18-30	13
	31-up	6
FEMALES:	**12-17**	52
	18-30	26
	31-up	14

INCOME GROUPS

Upper and Middle	20
Lower	22

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	20
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

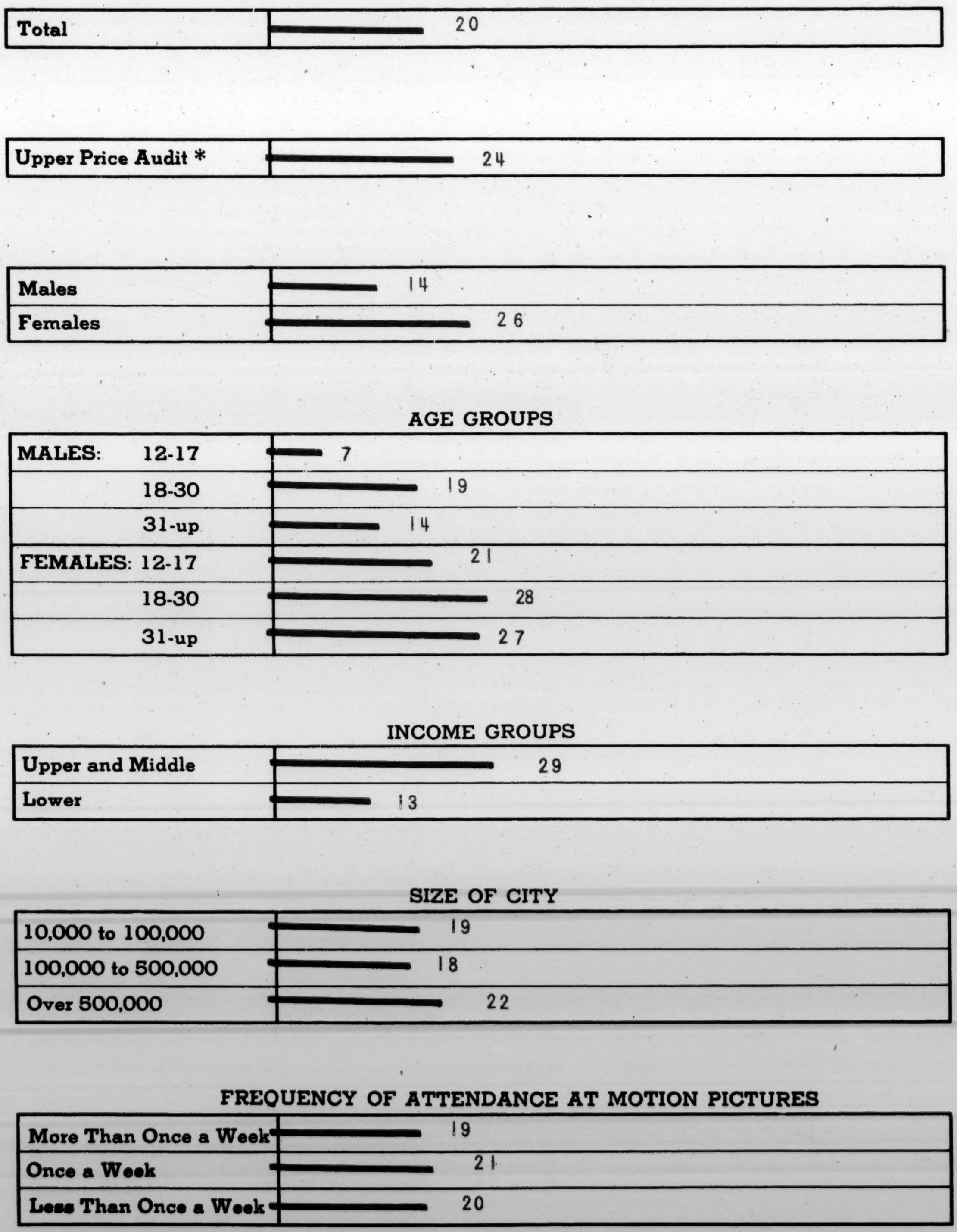
More Than Once a Week	28
Once a Week	23
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Vivien LEIGH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Oscar LEVANT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	14

Males	13
Females	15

AGE GROUPS

MALES:	12-17	11
	18-30	14
	31-up	14
FEMALES:	12-17	14
	18-30	17
	31-up	12

INCOME GROUPS

Upper and Middle	17
Lower	11

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	13
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	14
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

** For Explanation of Upper Price Audit see last page of this report.*

Myrna LOY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	20

Males	14
Females	24

AGE GROUPS

MALES:	**12-17**	8
	18-30	13
	31-up	21
FEMALES:	**12-17**	16
	18-30	22
	31-up	31

INCOME GROUPS

Upper and Middle	22
Lower	16

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	19
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	18
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Paul LUKAS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	11

Males	9
Females	11

AGE GROUPS

MALES:	**12-17**	5
	18-30	10
	31-up	11
FEMALES:	**12-17**	6
	18-30	10
	31-up	15

INCOME GROUPS

Upper and Middle	12
Lower	8

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	6
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	10
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

John LUND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	15

Males	9
Females	21

AGE GROUPS

MALES:	12-17	14
	18-30	10
	31-up	4
FEMALES:	12-17	30
	18-30	21
	31-up	13

INCOME GROUPS

Upper and Middle	15
Lower	15

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	14
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	17
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ida LUPINO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	20

Upper Price Audit *	22

Males	16
Females	24

AGE GROUPS

MALES:	12-17	12
	18-30	18
	31-up	16
FEMALES:	12-17	23
	18-30	26
	31-up	23

INCOME GROUPS

Upper and Middle	21
Lower	19

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	16
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24
Once a Week	21
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jeanette **MAC DONALD**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	16

Males	11
Females	21

AGE GROUPS

MALES:	12-17	5
	18-30	11
	31-up	16
FEMALES:	12-17	18
	18-30	20
	31-up	23

INCOME GROUPS

Upper and Middle	16
Lower	16

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	15
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Fred MAC MURRAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	29

Upper Price Audit *	28

Males	29
Females	29

AGE GROUPS

MALES:	12-17	31
	18-30	30
	31-up	27
FEMALES:	12-17	28
	18-30	26
	31-up	32

INCOME GROUPS

Upper and Middle	28
Lower	30

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	31
Less Than Once a Week	26

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Guy **MADISON**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	19

Males	11
Females	27

AGE GROUPS

MALES:	12-17	19
	18-30	12
	31-up	5
FEMALES:	12-17	53
	18-30	24
	31-up	10

INCOME GROUPS

Upper and Middle	16
Lower	21

SIZE OF CITY

10,000 to 100,000	22
100,000 to 500,000	18
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	22
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Fredric MARCH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	19

Males	17
Females	19

AGE GROUPS

MALES:	12-17	9
	18-30	19
	31-up	19
FEMALES:	12-17	11
	18-30	21
	31-up	24

INCOME GROUPS

Upper and Middle	21
Lower	16

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	15
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	20
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Tony **MARTIN**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	15

Males	10
Females	18

AGE GROUPS

MALES:	12-17	13
	18-30	10
	31-up	7
FEMALES:	12-17	29
	18-30	18
	31-up	11

INCOME GROUPS

Upper and Middle	13
Lower	15

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	13
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	15
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	25

Upper Price Audit *	24

Males	36
Females	14

AGE GROUPS

MALES:	12-17	51
	18-30	34
	31-up	29
FEMALES:	12-17	15
	18-30	14
	31-up	12

INCOME GROUPS

Upper and Middle	25
Lower	25

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	23
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	25
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

James MASON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	21

Males	15
Females	23

AGE GROUPS

MALES:	12-17	14
	18-30	17
	31-up	13
FEMALES:	12-17	20
	18-30	27
	31-up	20

INCOME GROUPS

Upper and Middle	23
Lower	16

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	14
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	21
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Victor **MATURE**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	16

Males	17
Females	17

AGE GROUPS

MALES:	12-17	25
	18-30	15
	31-up	13
FEMALES:	12-17	22
	18-30	17
	31-up	14

INCOME GROUPS

Upper and Middle	15
Lower	19

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	16
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	18
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Virginia MAYO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	14

Males	16
Females	14

AGE GROUPS

MALES:	12-17	23
	18-30	18
	31-up	7
FEMALES:	12-17	24
	18-30	12
	31-up	10

INCOME GROUPS

Upper and Middle	13
Lower	16

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	13
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	16
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lon MC ALLISTER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	12

Males	8
Females	16

AGE GROUPS

MALES:	12-17	13
	18-30	8
	31-up	5
FEMALES:	12-17	28
	18-30	14
	31-up	10

INCOME GROUPS

Upper and Middle	11
Lower	13

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	12
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	14
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Joel MC CREA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	11

Males	12
Females	12

AGE GROUPS

MALES:	12-17	11
	18-30	12
	31-up	13
FEMALES:	12-17	10
	18-30	10
	31-up	14

INCOME GROUPS

Upper and Middle	12
Lower	12

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	14
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	13
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Dorothy MC GUIRE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	19

Males	13
Females	23

AGE GROUPS

MALES:	12-17	11
	18-30	15
	31-up	12
FEMALES:	12-17	20
	18-30	27
	31-up	20

INCOME GROUPS

Upper and Middle	21
Lower	16

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	15
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	18
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lauritz MELCHIOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	15

Males	10
Females	14

AGE GROUPS

MALES:	12-17	5
	18-30	12
	31-up	11
FEMALES:	12-17	10
	18-30	13
	31-up	18

INCOME GROUPS

Upper and Middle	14
Lower	11

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	14
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	13
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ray MILLAND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	38

Upper Price Audit *	41

Males	36
Females	40

AGE GROUPS

MALES:	12-17	33
	18-30	40
	31-up	33
FEMALES:	12-17	41
	18-30	41
	31-up	39

INCOME GROUPS

Upper and Middle	40
Lower	36

SIZE OF CITY

10,000 to 100,000	34
100,000 to 500,000	37
Over 500,000	41

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	39
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Robert MITCHUM

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	41

Upper Price Audit *	41

Males	42
Females	40

AGE GROUPS

MALES:	12-17	53
	18-30	47
	31-up	28
FEMALES:	12-17	53
	18-30	43
	31-up	26

INCOME GROUPS

Upper and Middle	39
Lower	43

SIZE OF CITY

10,000 to 100,000	37
100,000 to 500,000	40
Over 500,000	44

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	54
Once a Week	43
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

George MONTGOMERY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	15

Males	14
Females	16

AGE GROUPS

MALES:	12-17	16
	18-30	14
	31-up	13
FEMALES:	12-17	18
	18-30	17
	31-up	12

INCOME GROUPS

Upper and Middle	16
Lower	14

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	13
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	18
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Robert MONTGOMERY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	27

Upper Price Audit *	28

Males	27
Females	27

AGE GROUPS

MALES:	12-17	26
	18-30	26
	31-up	28
FEMALES:	12-17	22
	18-30	27
	31-up	32

INCOME GROUPS

Upper and Middle	29
Lower	25

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	28
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

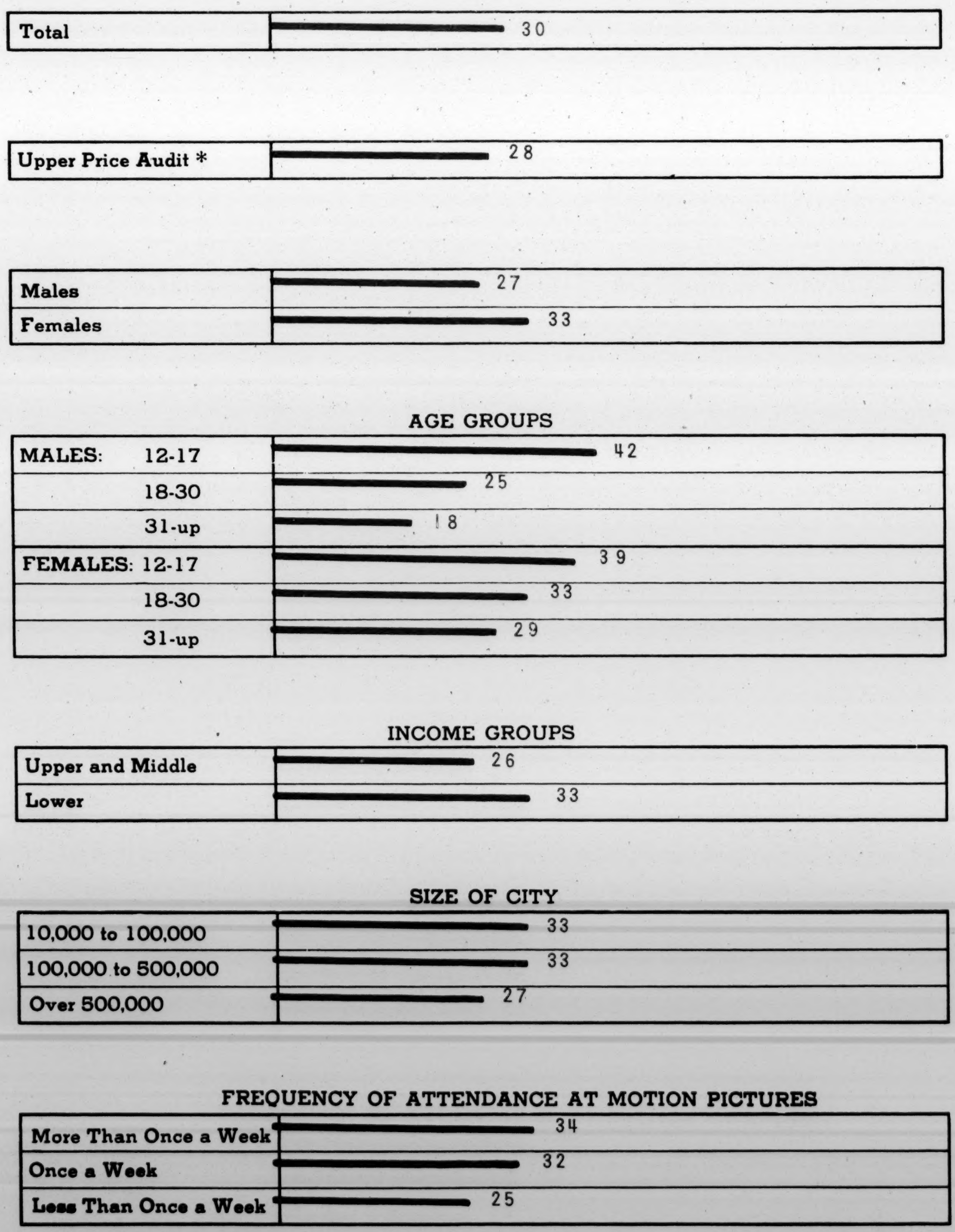
More Than Once a Week	29
Once a Week	28
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dennis MORGAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

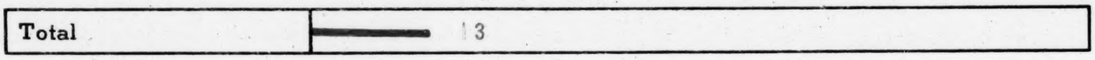


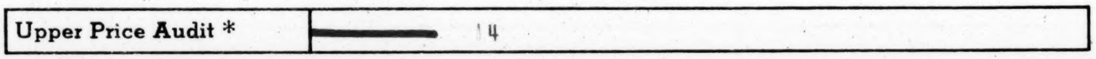
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

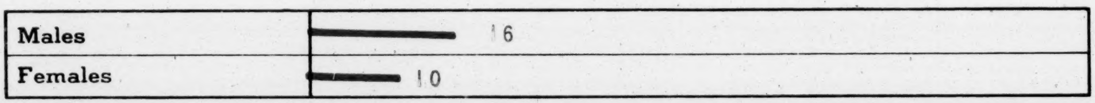
* For Explanation of Upper Price Audit see last page of this report.

Henry MORGAN

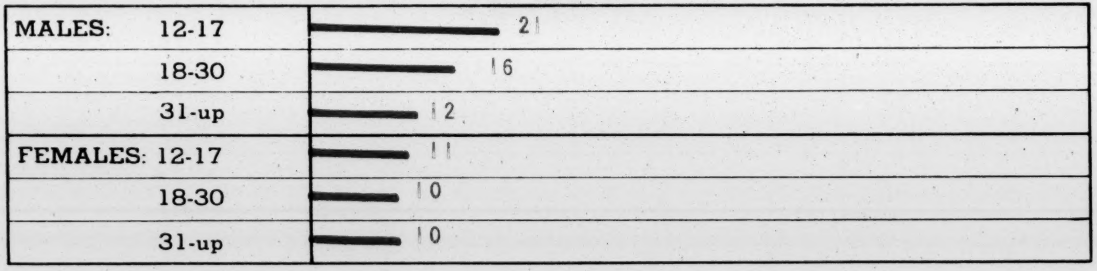
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



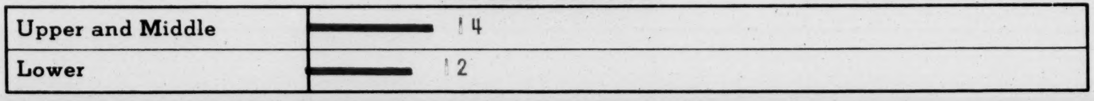




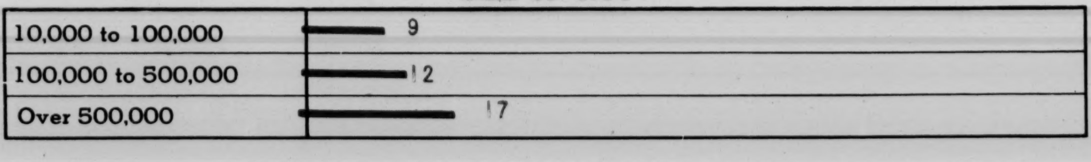
AGE GROUPS



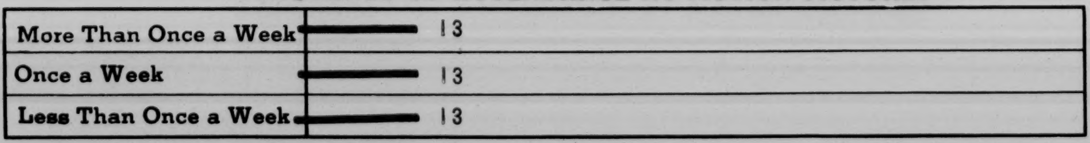
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Paul MUNI

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	23

Males	22
Females	20

AGE GROUPS

MALES:	12-17	13
	18-30	22
	31-up	29
FEMALES:	12-17	10
	18-30	21
	31-up	25

INCOME GROUPS

Upper and Middle	26
Lower	17

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	16
Over 500,000	29

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	17
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

George MURPHY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	13

Males	11
Females	13

AGE GROUPS

MALES:	12-17	11
	18-30	12
	31-up	10
FEMALES:	12-17	15
	18-30	12
	31-up	12

INCOME GROUPS

Upper and Middle	12
Lower	12

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	10
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	13
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

David NIVEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	14

Males	9
Females	15

AGE GROUPS

MALES:	12-17	7
	18-30	9
	31-up	10
FEMALES:	12-17	12
	18-30	16
	31-up	17

INCOME GROUPS

Upper and Middle	15
Lower	9

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	11
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	12
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Merle OBERON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	11

Males	7
Females	13

AGE GROUPS

MALES:	12-17	4
	18-30	8
	31-up	7
FEMALES:	12-17	13
	18-30	13
	31-up	14

INCOME GROUPS

Upper and Middle	10
Lower	10

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	8
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	12
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Margaret O BRIEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	22

Upper Price Audit *	22

Males	18
Females	26

AGE GROUPS

MALES:	12-17	20
	18-30	16
	31-up	18
FEMALES:	12-17	32
	18-30	24
	31-up	25

INCOME GROUPS

Upper and Middle	19
Lower	25

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	25
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	23
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Pat O'BRIEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	27

Upper Price Audit *	24

Males	31
Females	23

AGE GROUPS

MALES:	12-17	34
	18-30	28
	31-up	32
FEMALES:	12-17	22
	18-30	21
	31-up	27

INCOME GROUPS

Upper and Middle	23
Lower	30

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	32
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	26
Less Than Once a Week	26

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Donald O'CONNOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	15

Males	16
Females	15

AGE GROUPS

MALES:	12-17	25
	18-30	15
	31-up	9
FEMALES:	12-17	20
	18-30	16
	31-up	9

INCOME GROUPS

Upper and Middle	12
Lower	17

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	17
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

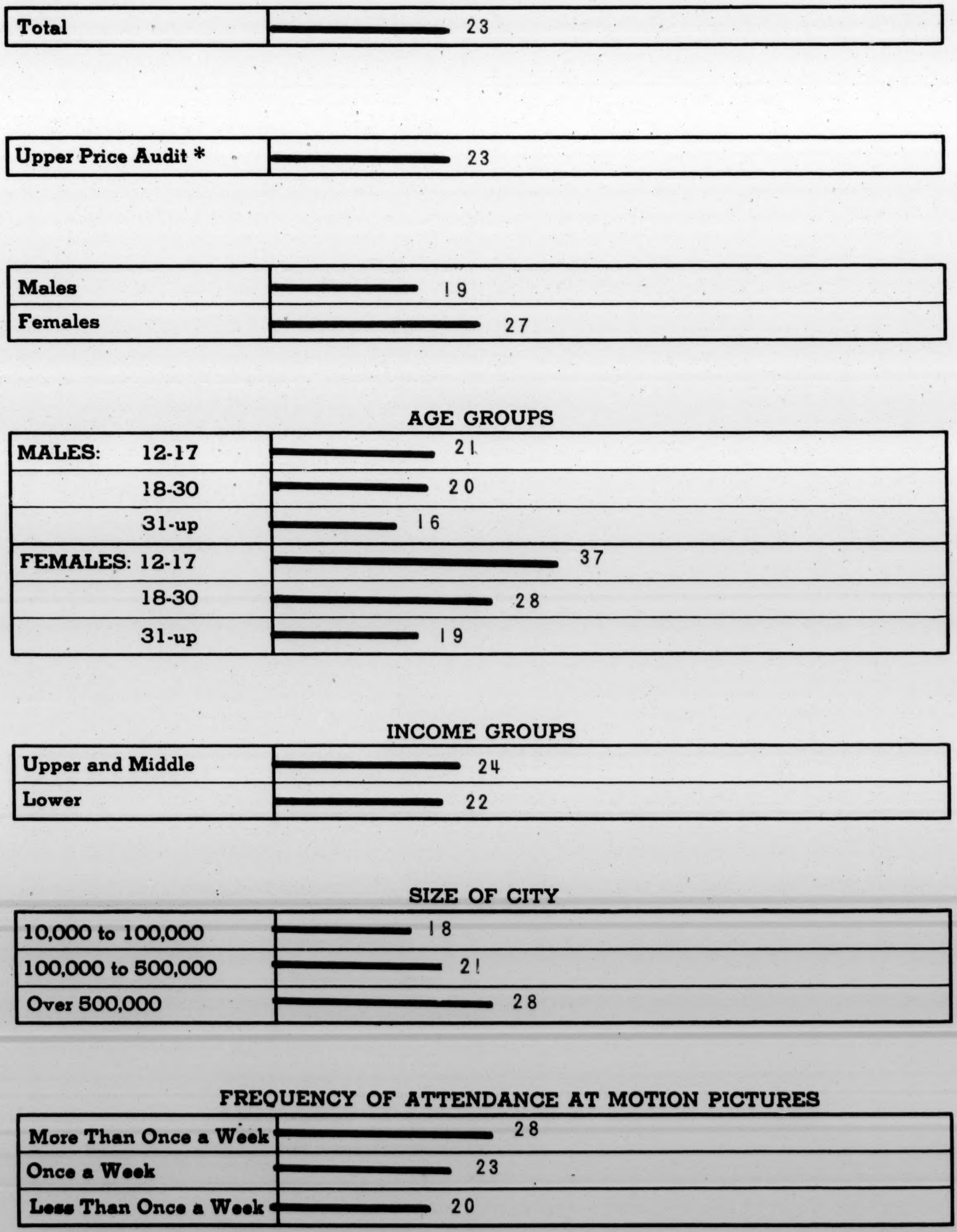
More Than Once a Week	22
Once a Week	16
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Maureen O'HARA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Dennis O'KEEFE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	22

Males	25
Females	17

AGE GROUPS

MALES:	12-17	40
	18-30	25
	31-up	13
FEMALES:	12-17	22
	18-30	17
	31-up	13

INCOME GROUPS

Upper and Middle	17
Lower	24

SIZE OF CITY

10,000 to 100,000	20
100,000 to 500,000	23
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	22
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Laurence **OLIVIER**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	26

Upper Price Audit *	31

Males	21
Females	30

AGE GROUPS

MALES:	12-17	15
	18-30	24
	31-up	23
FEMALES:	12-17	21
	18-30	34
	31-up	32

INCOME GROUPS

Upper and Middle	35
Lower	19

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	22
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	20
Once a Week	24
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Maureen O'SULLIVAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	10

Upper Price Audit *	10

Males	9
Females	11

AGE GROUPS

MALES:	12-17	8
	18-30	9
	31-up	9
FEMALES:	12-17	11
	18-30	10
	31-up	13

INCOME GROUPS

Upper and Middle	10
Lower	10

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	9
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	11
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Larry PARKS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	28

Upper Price Audit *	25

Males	24
Females	32

AGE GROUPS

MALES:	12-17	40
	18-30	21
	31-up	15
FEMALES:	12-17	43
	18-30	29
	31-up	29

INCOME GROUPS

Upper and Middle	26
Lower	30

SIZE OF CITY

10,000 to 100,000	28
100,000 to 500,000	29
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	30
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

John PAYNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	21

Males	18
Females	24

AGE GROUPS

MALES:	12-17	23
	18-30	18
	31-up	15
FEMALES:	12-17	33
	18-30	22
	31-up	19

INCOME GROUPS

Upper and Middle	19
Lower	23

SIZE OF CITY

10,000 to 100,000	22
100,000 to 500,000	24
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

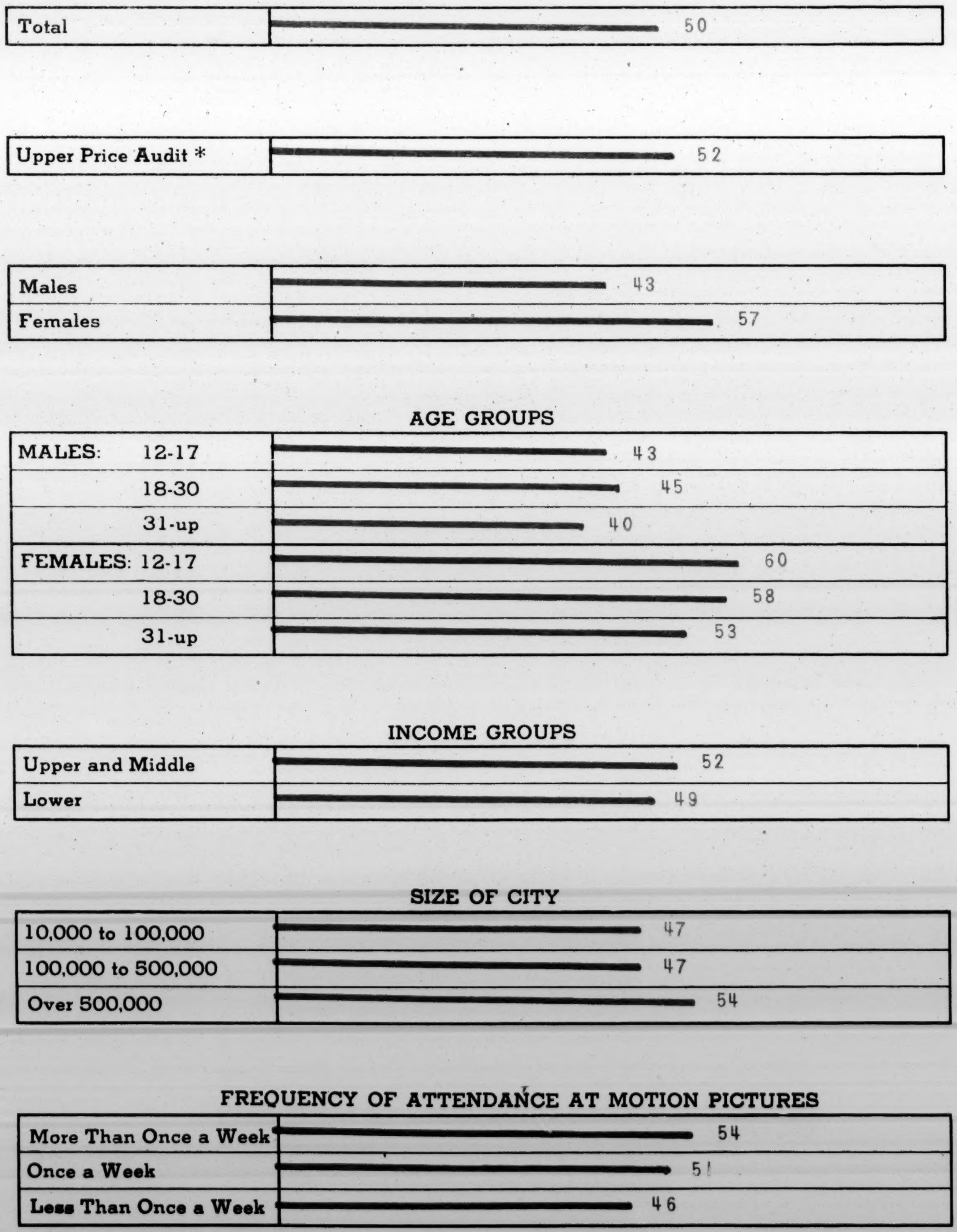
More Than Once a Week	28
Once a Week	24
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gregory PECK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

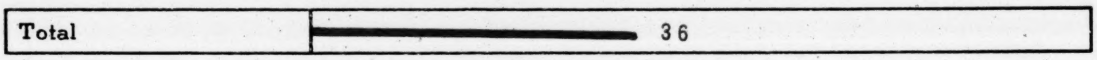


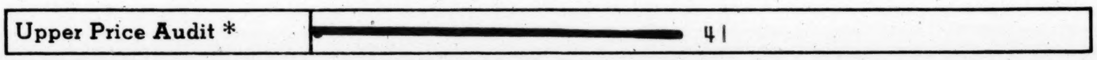
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

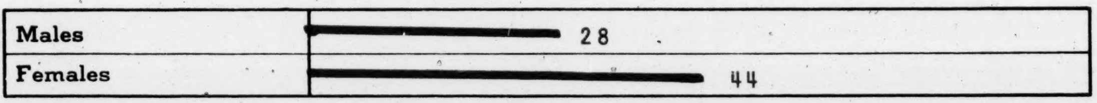
*** For Explanation of Upper Price Audit see last page of this report.**

Walter **PIDGEON**

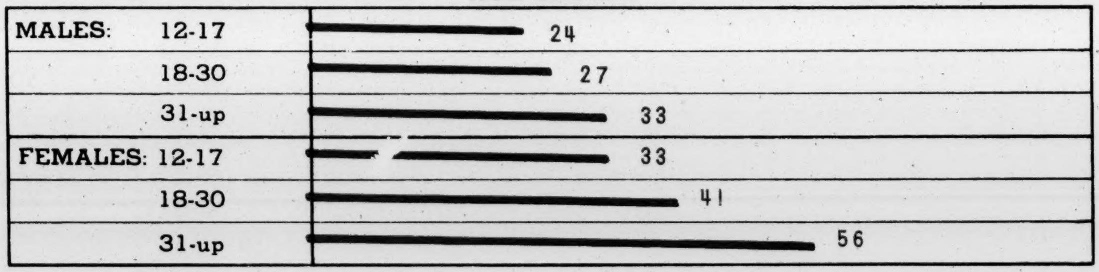
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



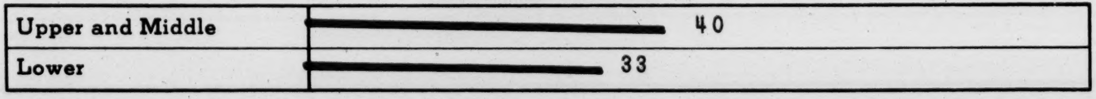




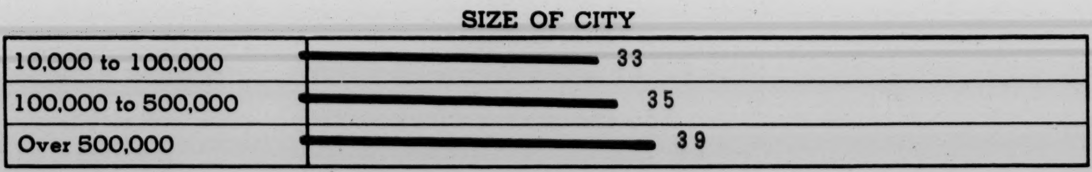
AGE GROUPS



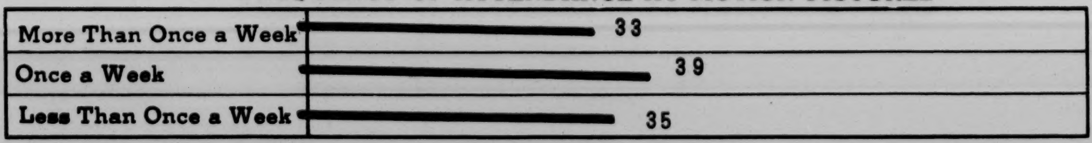
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Dick POWELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	30

Upper Price Audit *	29

Males	33
Females	27

AGE GROUPS

MALES:	12-17	46
	18-30	31
	31-up	27
FEMALES:	12-17	33
	18-30	24
	31-up	26

INCOME GROUPS

Upper and Middle	27
Lower	32

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	38
Once a Week	32
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Jane POWELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	16

Males	14
Females	22

AGE GROUPS

MALES:	12-17	22
	18-30	12
	31-up	10
FEMALES:	12-17	38
	18-30	20
	31-up	14

INCOME GROUPS

Upper and Middle	17
Lower	19

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	17
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	20
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

William POWELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	19

Males	19
Females	17

AGE GROUPS

MALES:	12-17	16
	18-30	20
	31-up	22
FEMALES:	12-17	14
	18-30	14
	31-up	22

INCOME GROUPS

Upper and Middle	18
Lower	18

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	19
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	19
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Tyrone **POWER**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	39

Upper Price Audit *	39

Males	34
Females	44

AGE GROUPS

MALES:	12-17	44
	18-30	30
	31-up	32
FEMALES:	12-17	48
	18-30	47
	31-up	37

INCOME GROUPS

Upper and Middle	37
Lower	40

SIZE OF CITY

10,000 to 100,000	39
100,000 to 500,000	38
Over 500,000	40

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

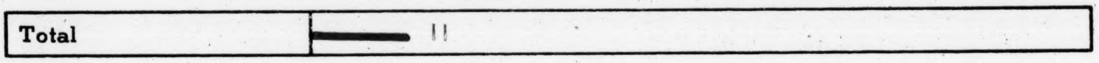
More Than Once a Week	47
Once a Week	44
Less Than Once a Week	30

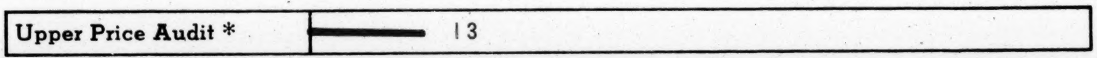
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

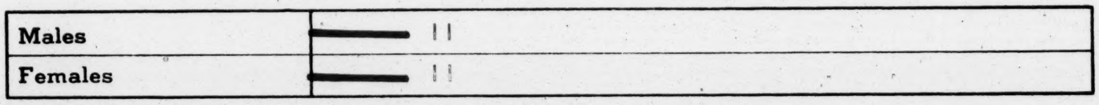
*** For Explanation of Upper Price Audit see last page of this report.**

Vincent PRICE

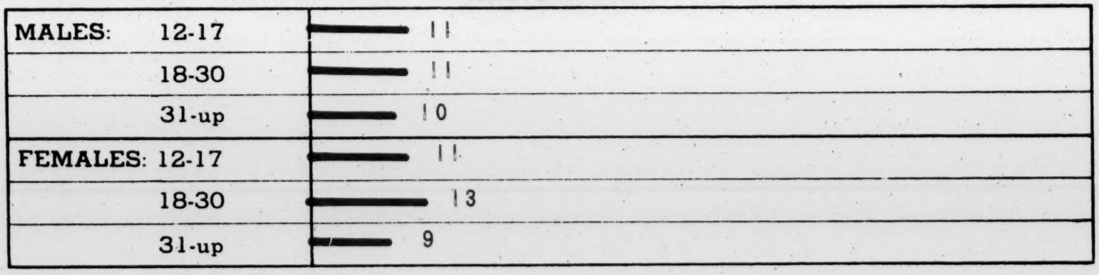
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



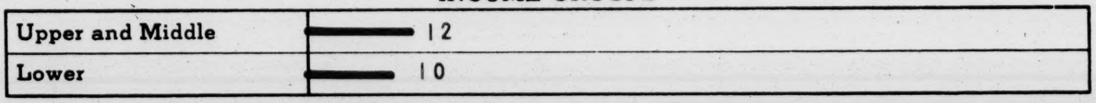




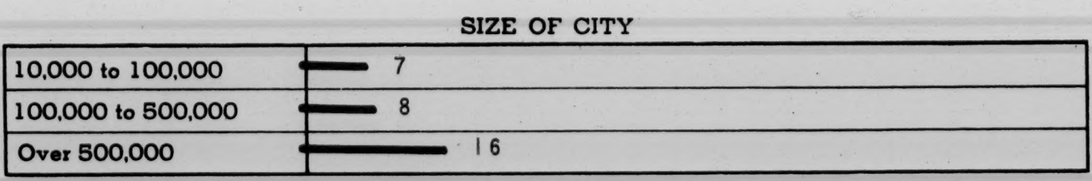
AGE GROUPS



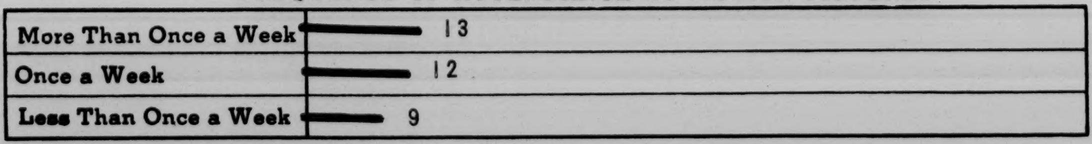
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

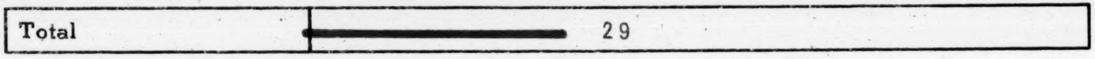


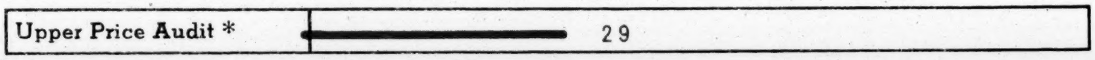
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

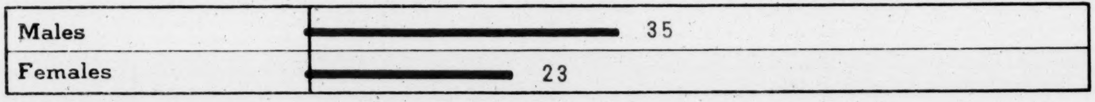
*** For Explanation of Upper Price Audit see last page of this report.**

George RAFT

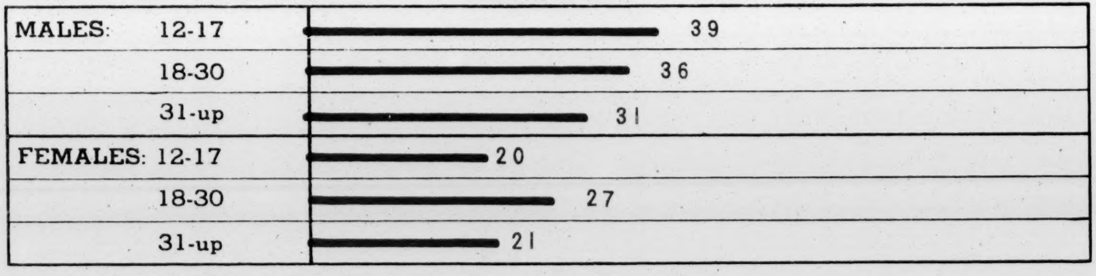
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



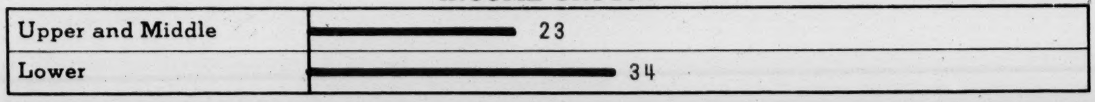




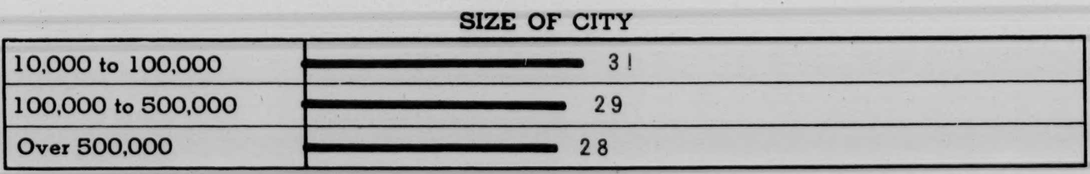
AGE GROUPS



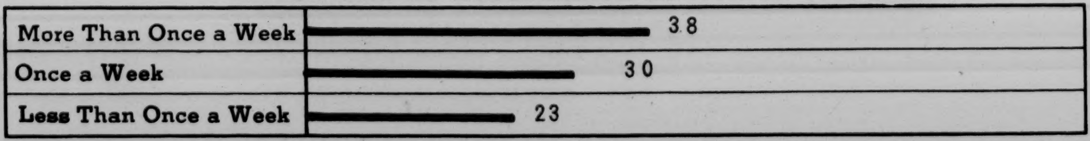
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Claude RAINS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	18

Upper Price Audit *	22

Males	19
Females	17

AGE GROUPS

MALES:	12-17	13
	18-30	20
	31-up	21
FEMALES:	12-17	7
	18-30	21
	31-up	19

INCOME GROUPS

Upper and Middle	21
Lower	16

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	16
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	19
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Basil **RATHBONE**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	13

Upper Price Audit *	14

Males	15
Females	11

AGE GROUPS

MALES:	12-17	17
	18-30	14
	31-up	15
FEMALES:	12-17	7
	18-30	12
	31-up	12

INCOME GROUPS

Upper and Middle	15
Lower	12

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	11
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	14
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ronald REAGAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	25

Upper Price Audit *	27

Males	18
Females	32

AGE GROUPS

MALES:	12-17	19
	18-30	22
	31-up	12
FEMALES:	12-17	36
	18-30	36
	31-up	25

INCOME GROUPS

Upper and Middle	24
Lower	26

SIZE OF CITY

10,000 to 100,000	22
100,000 to 500,000	25
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	28
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Edward G ROBINSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	32

Upper Price Audit *	33

Males	39
Females	25

AGE GROUPS

MALES:	12-17	34
	18-30	40
	31-up	42
FEMALES:	12-17	21
	18-30	24
	31-up	29

INCOME GROUPS

Upper and Middle	31
Lower	33

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	30
Less Than Once a Week	32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ginger ROGERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	26

Upper Price Audit *	25

Males	22
Females	30

AGE GROUPS

MALES:	**12-17**	20
	18-30	20
	31-up	26
FEMALES:	**12-17**	30
	18-30	28
	31-up	31

INCOME GROUPS

Upper and Middle	25
Lower	27

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	26
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	28
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Roy ROGERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	17

Upper Price Audit *	11

Males	17
Females	17

AGE GROUPS

MALES:	12-17	35
	18-30	13
	31-up	11
FEMALES:	12-17	35
	18-30	9
	31-up	15

INCOME GROUPS

Upper and Middle	12
Lower	21

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	22
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	19
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Cesar **ROMERO**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	13

Males	12
Females	12

AGE GROUPS

MALES:	12-17	12
	18-30	14
	31-up	10
FEMALES:	12-17	10
	18-30	14
	31-up	11

INCOME GROUPS

Upper and Middle	12
Lower	12

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	11
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	12
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Mickey ROONEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	27

Upper Price Audit *	25

Males	34
Females	20

AGE GROUPS

MALES:	12-17	54
	18-30	29
	31-up	26
FEMALES:	12-17	26
	18-30	19
	31-up	16

INCOME GROUPS

Upper and Middle	22
Lower	31

SIZE OF CITY

10,000 to 100,000	31
100,000 to 500,000	24
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	29
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Gail RUSSELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	12

Upper Price Audit *	11

Males	9
Females	15

AGE GROUPS

MALES:	12-17	8
	18-30	14
	31-up	3
FEMALES:	12-17	25
	18-30	14
	31-up	9

INCOME GROUPS

Upper and Middle	11
Lower	13

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	14
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	11
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jane RUSSELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	21

Upper Price Audit *	19

Males	26
Females	16

AGE GROUPS

MALES:	12-17	37
	18-30	25
	31-up	19
FEMALES:	12-17	27
	18-30	14
	31-up	11

INCOME GROUPS

Upper and Middle	18
Lower	23

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	23
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	22
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Rosalind **RUSSELL**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	26

Upper Price Audit *	28

Males	20
Females	32

AGE GROUPS

MALES:	12-17	13
	18-30	21
	31-up	23
FEMALES:	12-17	25
	18-30	31
	31-up	38

INCOME GROUPS

Upper and Middle	28
Lower	24

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	26
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	27
Less Than Once a Week	26

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

George **SANDERS**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	14

Upper Price Audit *	17

Males	14
Females	14

AGE GROUPS

MALES:	12-17	9
	18-30	14
	31-up	17
FEMALES:	12-17	13
	18-30	14
	31-up	15

INCOME GROUPS

Upper and Middle	16
Lower	13

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	11
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	17
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lizabeth **SCOTT**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	28

Upper Price Audit *	28

Males	24
Females	32

AGE GROUPS

MALES:	**12-17**	26
	18-30	27
	31-up	17
FEMALES:	**12-17**	43
	18-30	34
	31-up	22

INCOME GROUPS

Upper and Middle	27
Lower	28

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	28
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

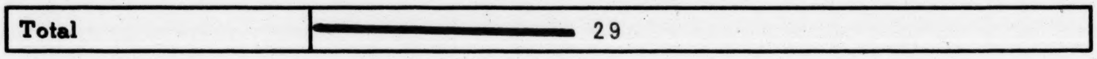
More Than Once a Week	36
Once a Week	31
Less Than Once a Week	21

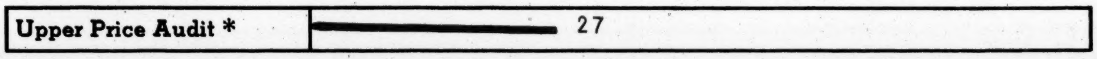
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

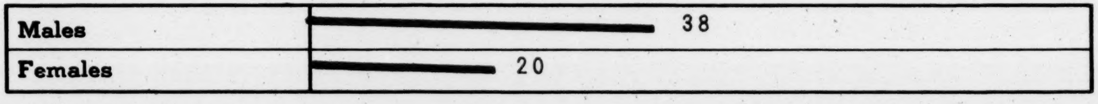
*** For Explanation of Upper Price Audit see last page of this report.**

Randolph SCOTT

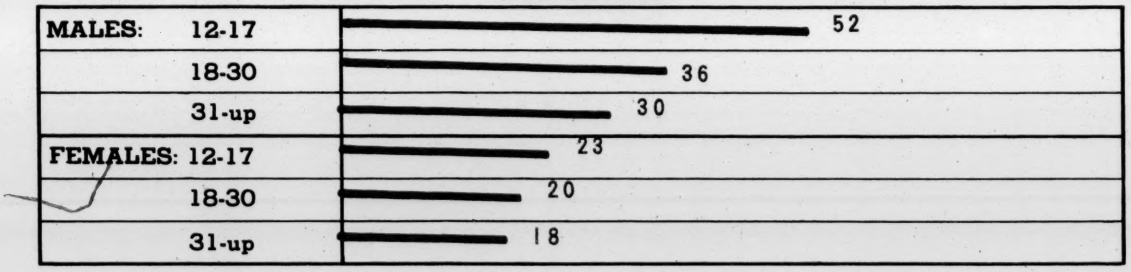
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



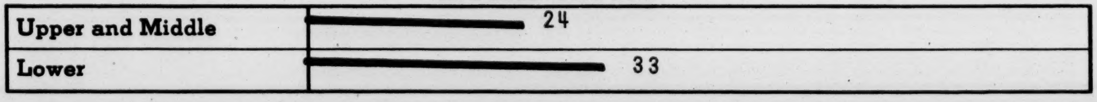




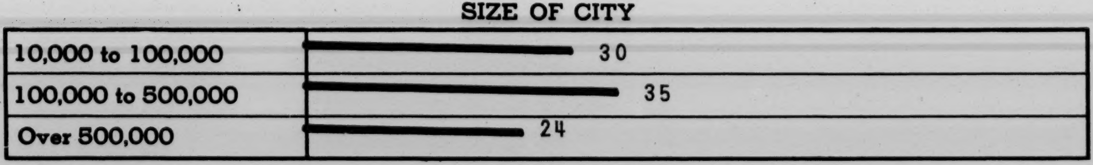
AGE GROUPS



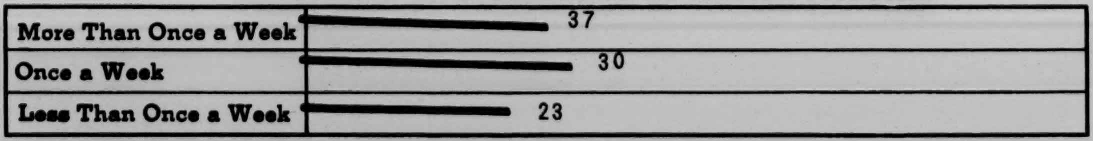
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Ann SHERIDAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	24

Upper Price Audit *	24

Males	23
Females	25

AGE GROUPS

MALES:	12-17	23
	18-30	23
	31-up	22
FEMALES:	12-17	26
	18-30	24
	31-up	26

INCOME GROUPS

Upper and Middle	22
Lower	26

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	25
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	26
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Frank SINATRA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	16

Upper Price Audit *	14

Males	13
Females	19

AGE GROUPS

MALES:	**12-17**	16
	18-30	13
	31-up	10
FEMALES:	**12-17**	33
	18-30	17
	31-up	11

INCOME GROUPS

Upper and Middle	14
Lower	18

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	18
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* *For Explanation of Upper Price Audit see last page of this report.*

Red SKELTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	36

Upper Price Audit *	31

Males	44
Females	28

AGE GROUPS

MALES:	12-17	70
	18-30	39
	31-up	33
FEMALES:	12-17	46
	18-30	24
	31-up	20

INCOME GROUPS

Upper and Middle	29
Lower	41

SIZE OF CITY

10,000 to 100,000	37
100,000 to 500,000	39
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

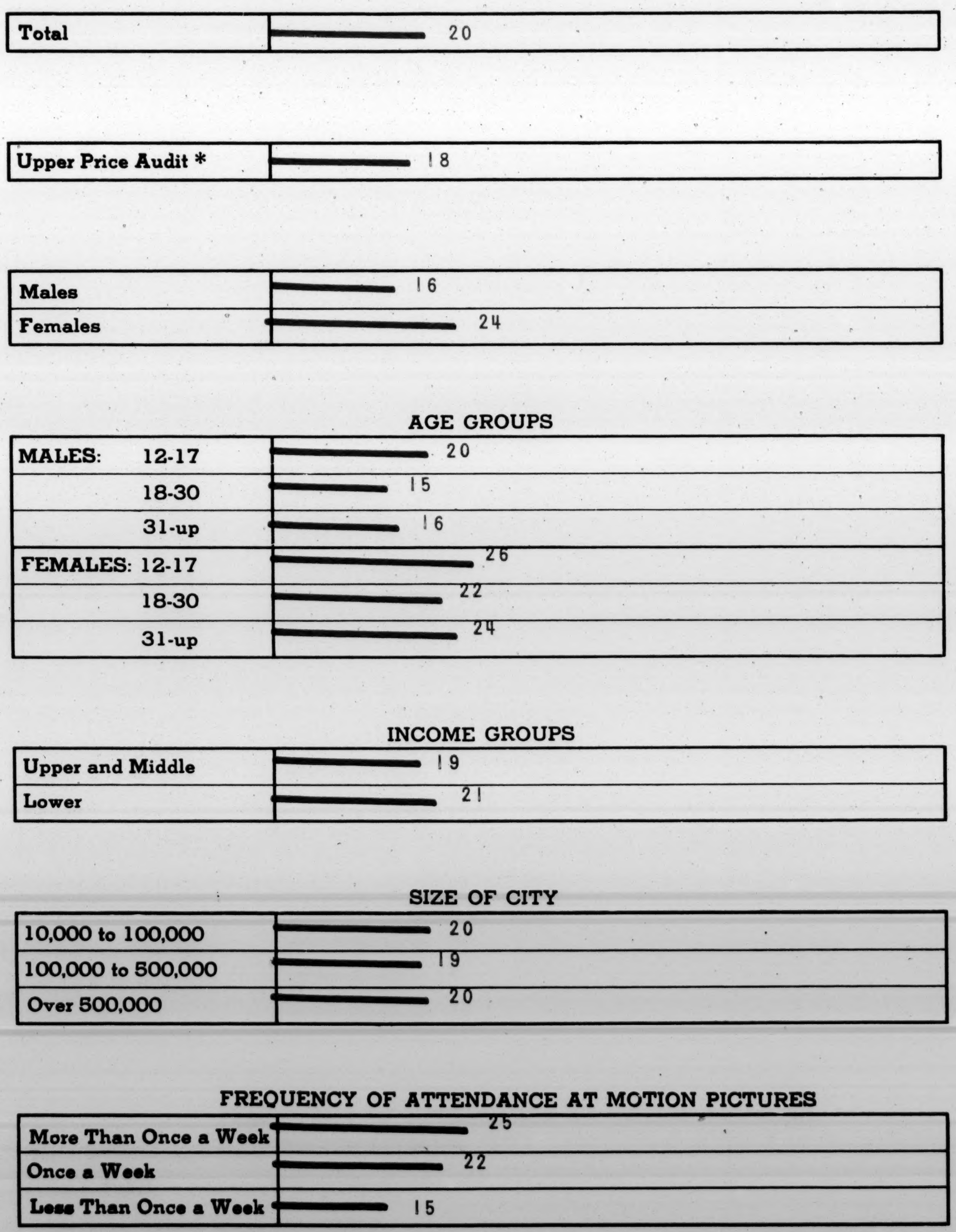
More Than Once a Week	45
Once a Week	38
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ann SOTHERN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Barbara STANWYCK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	32

Upper Price Audit *	34

Males	25
Females	39

AGE GROUPS

MALES:	12-17	19
	18-30	26
	31-up	28
FEMALES:	12-17	35
	18-30	39
	31-up	43

INCOME GROUPS

Upper and Middle	33
Lower	31

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	33
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

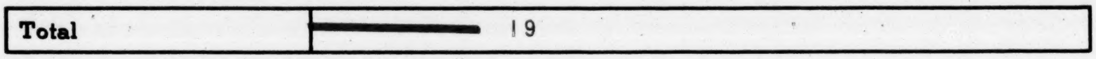
More Than Once a Week	33
Once a Week	34
Less Than Once a Week	30

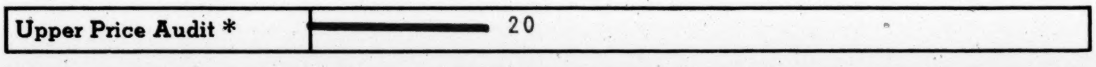
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

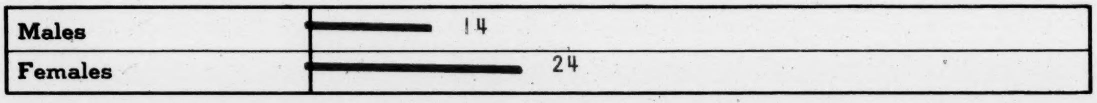
*** For Explanation of Upper Price Audit see last page of this report.**

Mark STEVENS

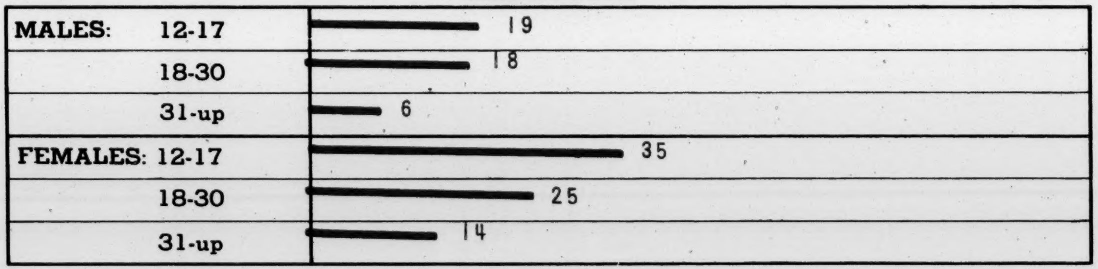
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



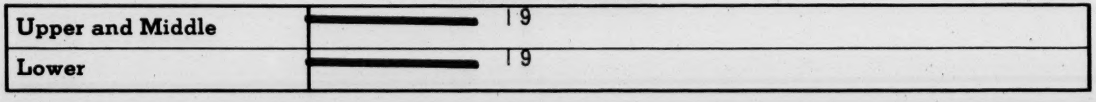




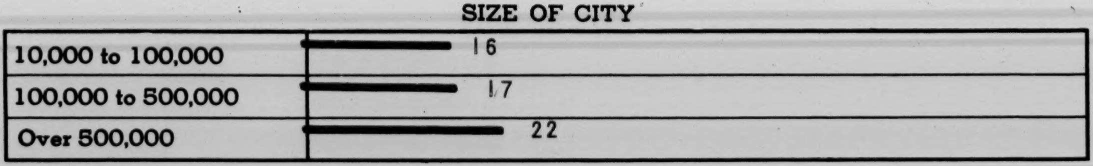
AGE GROUPS



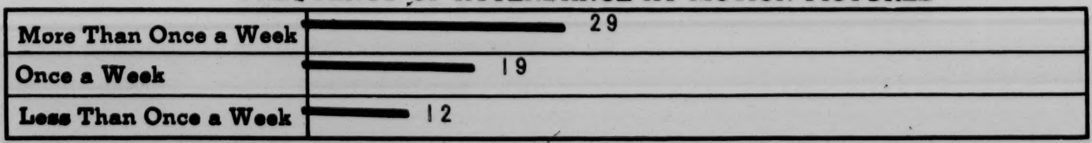
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

James STEWART

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	45

Upper Price Audit *	48

Males	44
Females	46

AGE GROUPS

MALES:	12-17	40
	18-30	46
	31-up	44
FEMALES:	12-17	40
	18-30	47
	31-up	49

INCOME GROUPS

Upper and Middle	49
Lower	42

SIZE OF CITY

10,000 to 100,000	43
100,000 to 500,000	44
Over 500,000	47

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

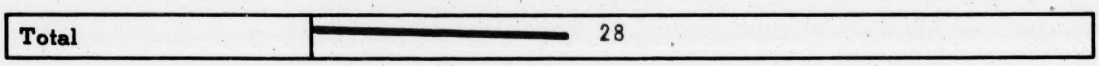
More Than Once a Week	44
Once a Week	46
Less Than Once a Week	44

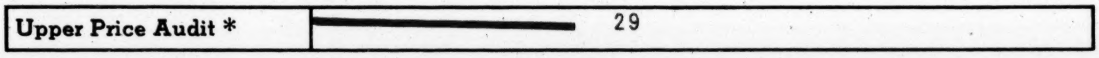
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

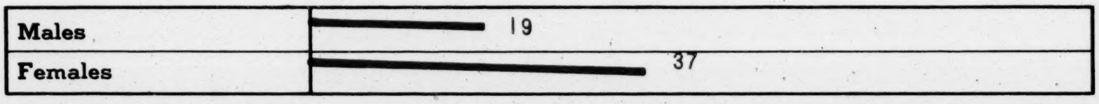
* For Explanation of Upper Price Audit see last page of this report.

Elizabeth **TAYLOR**

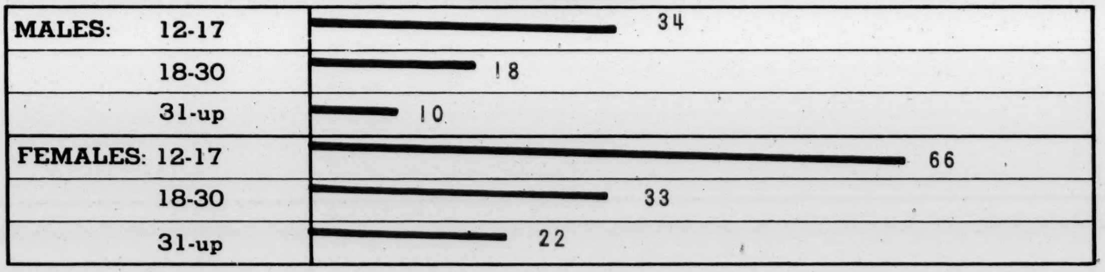
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



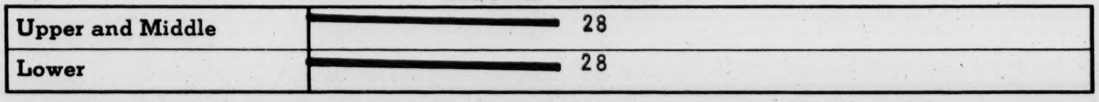




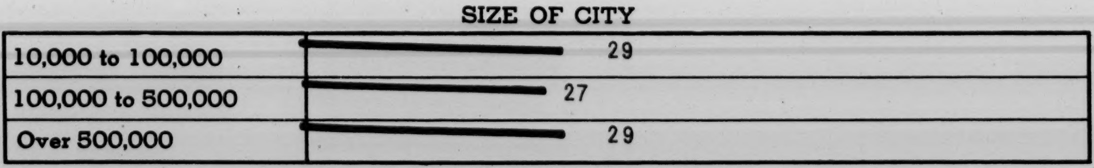
AGE GROUPS



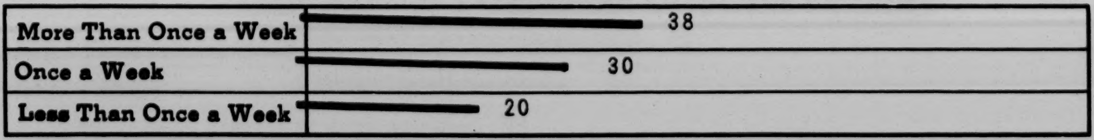
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

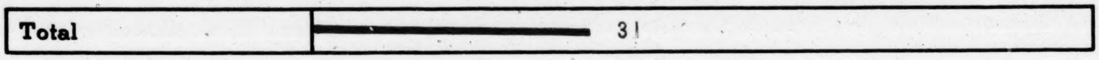


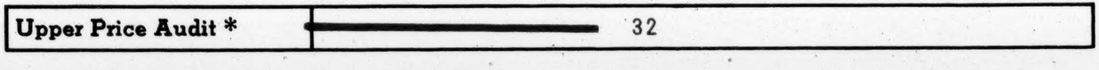
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

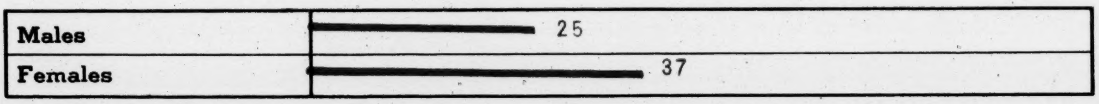
*** For Explanation of Upper Price Audit see last page of this report.**

Robert TAYLOR

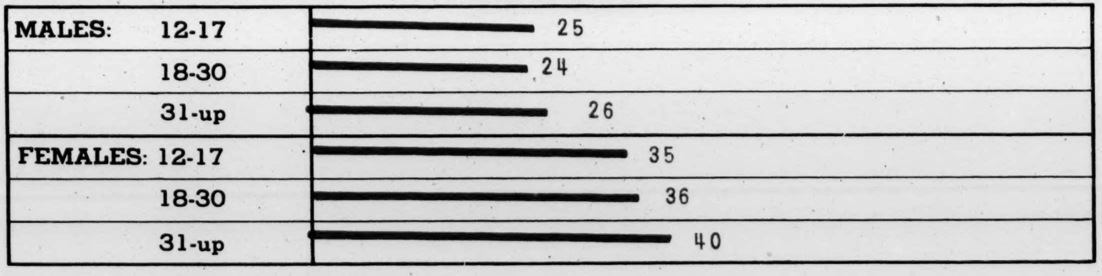
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



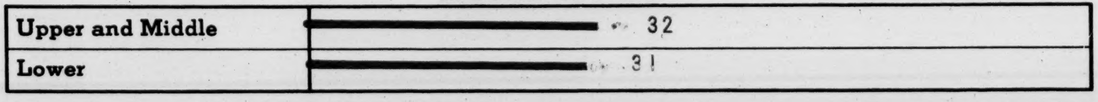




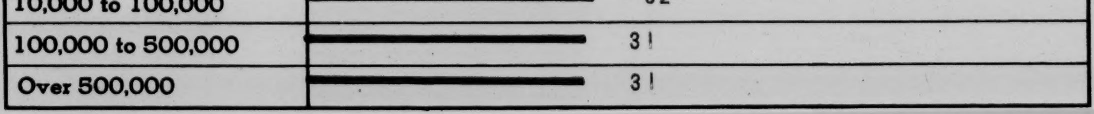
AGE GROUPS



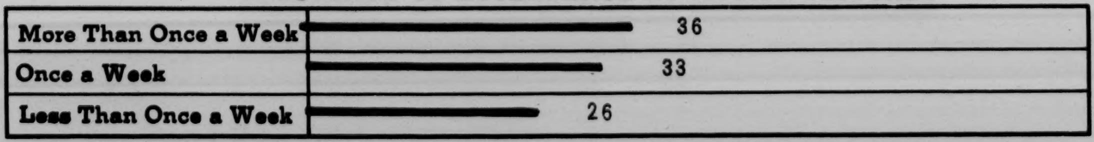
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

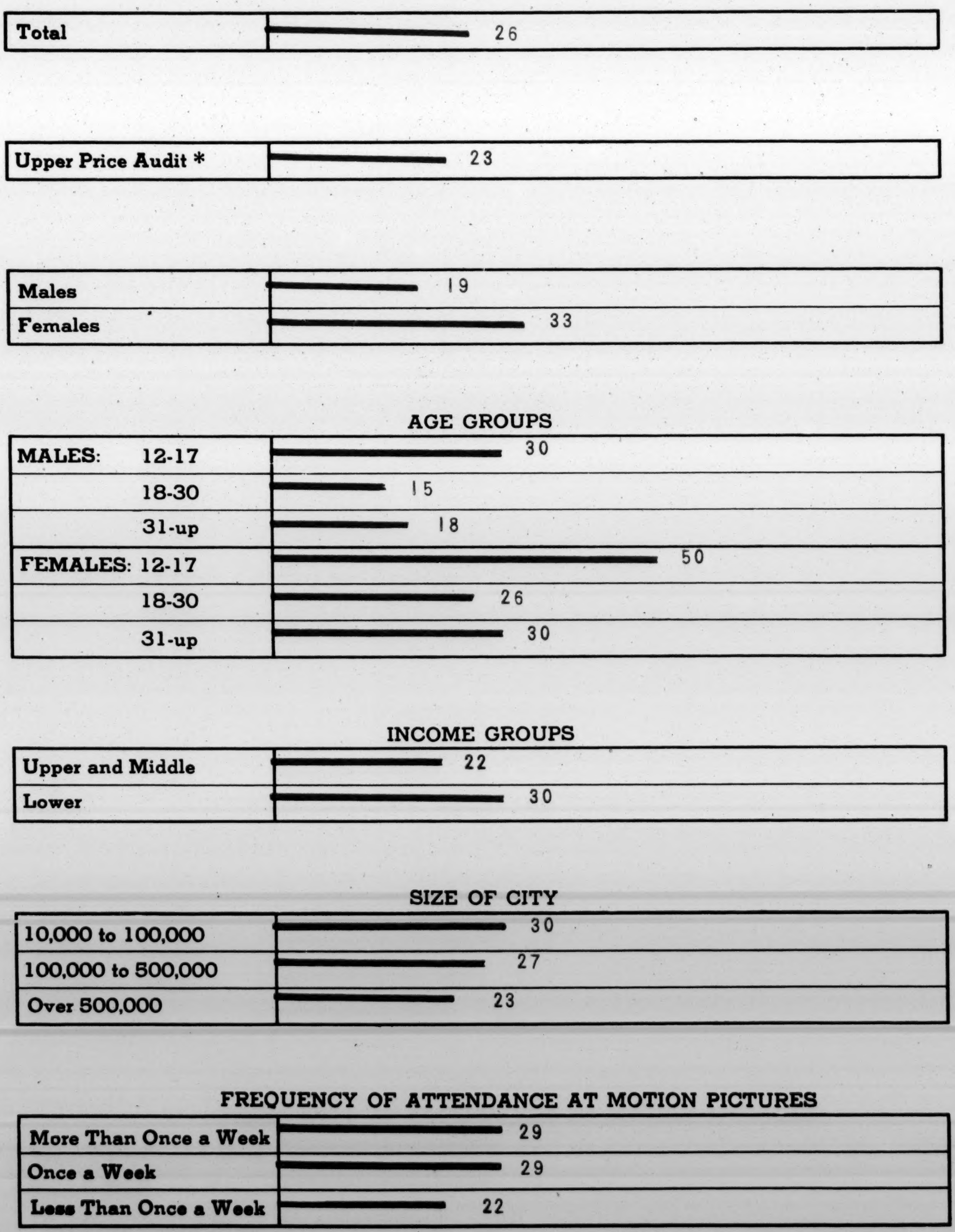


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Shirley TEMPLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Gene **TIERNEY**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	26

Upper Price Audit *	29

Males	21
Females	30

AGE GROUPS

MALES:	12-17	21
	18-30	25
	31-up	16
FEMALES:	12-17	36
	18-30	30
	31-up	26

INCOME GROUPS

Upper and Middle	26
Lower	26

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	25
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	28
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	15

Upper Price Audit *	16

Males	13
Females	17

AGE GROUPS

MALES:	**12-17**	10
	18-30	15
	31-up	13
FEMALES:	**12-17**	17
	18-30	17
	31-up	16

INCOME GROUPS

Upper and Middle	15
Lower	15

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	16
Over 500,000	18

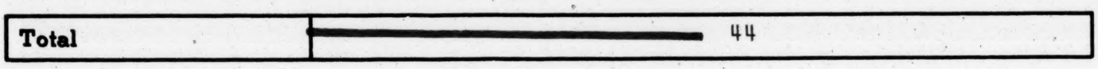
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

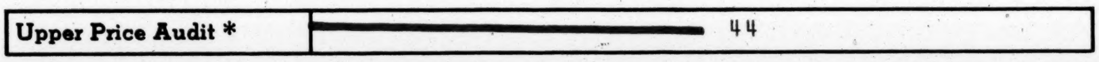
More Than Once a Week	19
Once a Week	16
Less Than Once a Week	13

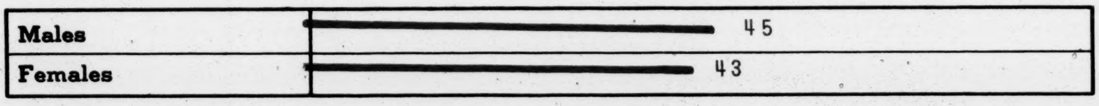
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

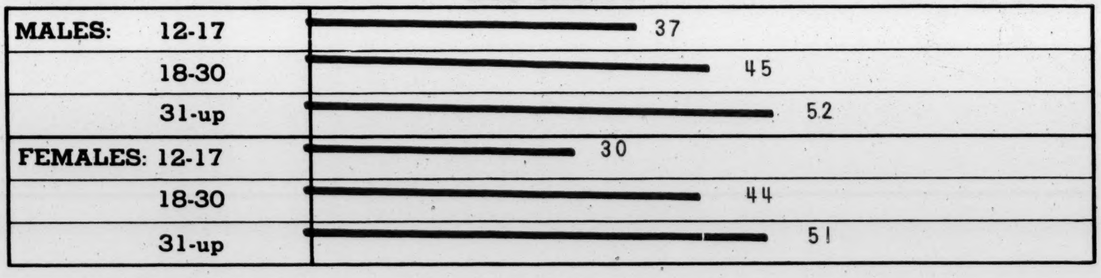
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



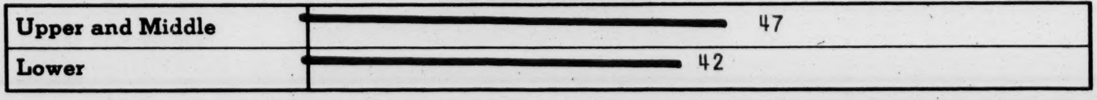




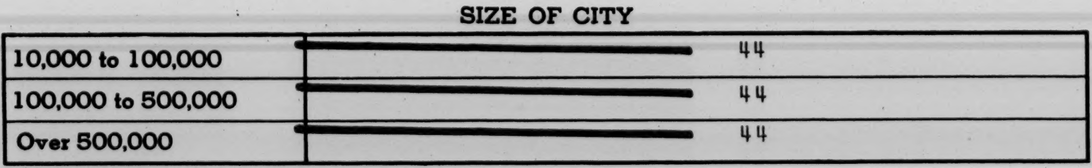
AGE GROUPS



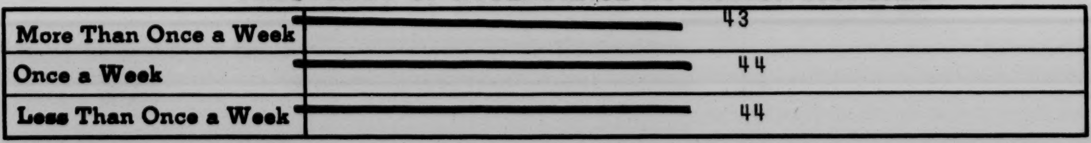
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Sonny **TUFTS**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	19

Upper Price Audit *	18

Males	18
Females	20

AGE GROUPS

MALES:	12-17	29
	18-30	17
	31-up	13
FEMALES:	12-17	35
	18-30	16
	31-up	13

INCOME GROUPS

Upper and Middle	16
Lower	22

SIZE OF CITY

10,000 to 100,000	20
100,000 to 500,000	20
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

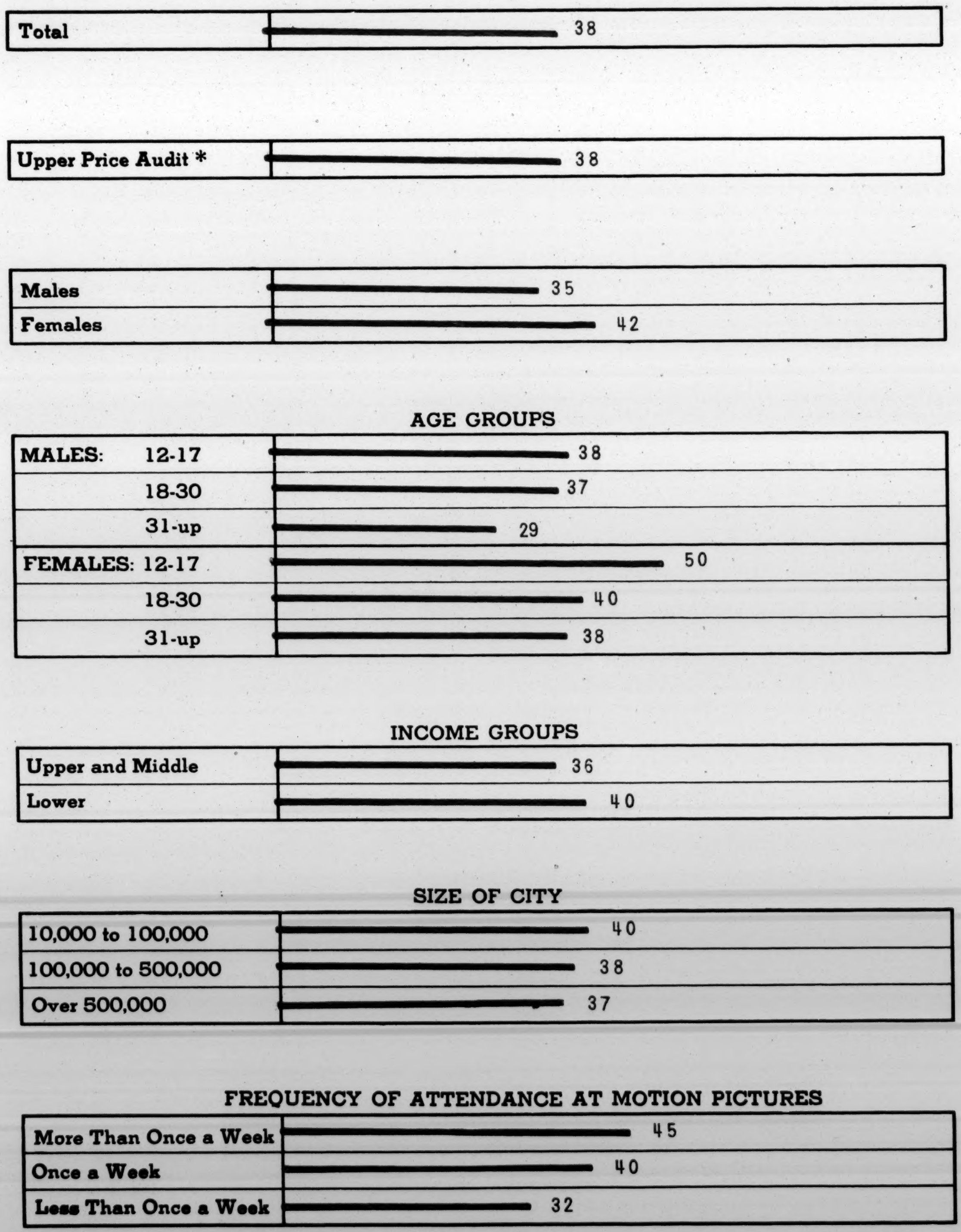
More Than Once a Week	30
Once a Week	20
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Lana **TURNER**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



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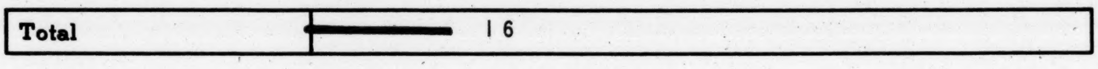
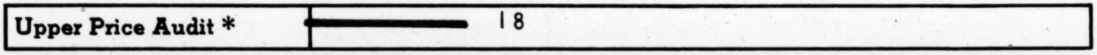
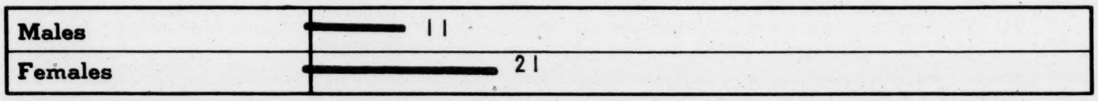
* For Explanation of Upper Price Audit see last page of this report.

VALLI

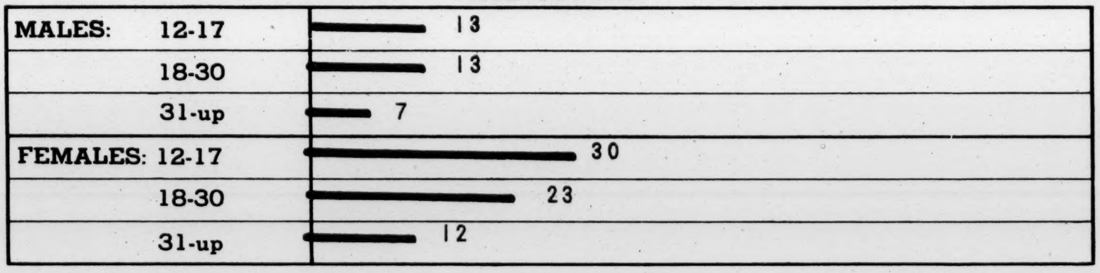
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



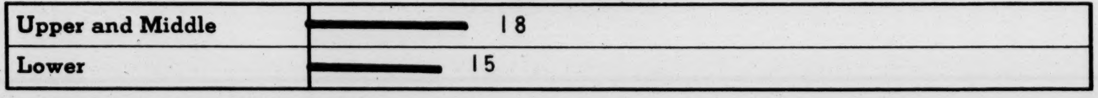




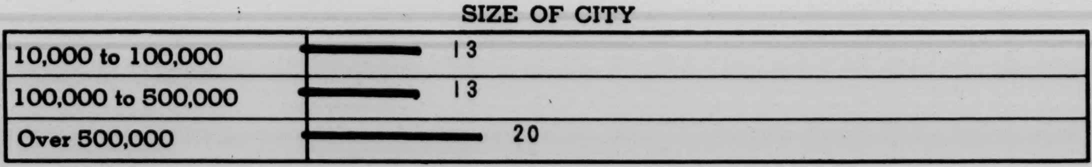
AGE GROUPS



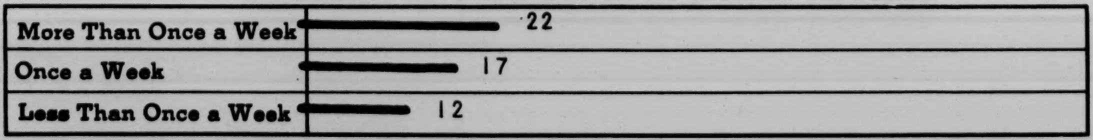
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

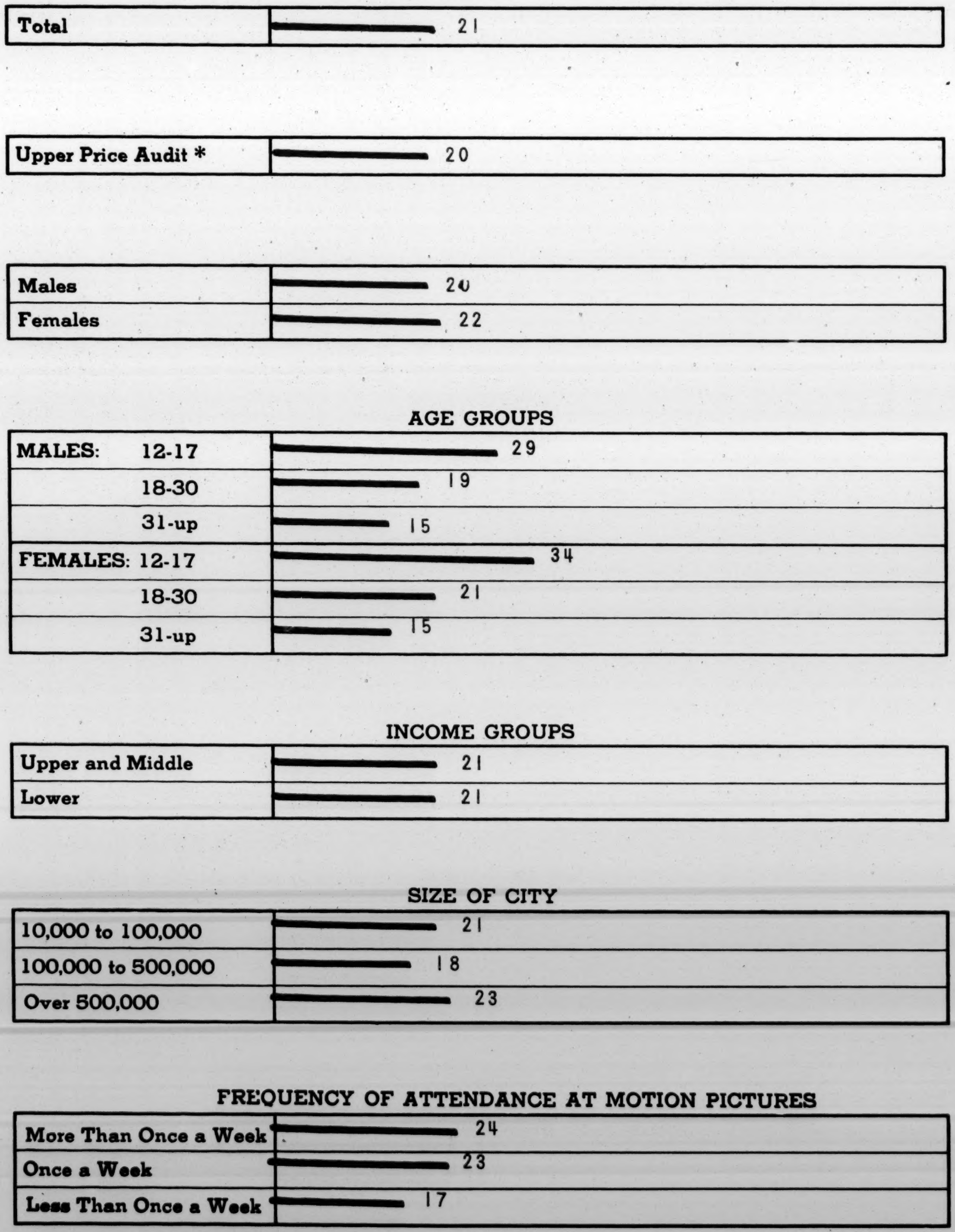


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Robert **WALKER**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	31

Upper Price Audit *	31

Males	32
Females	30

AGE GROUPS

MALES:	12-17	54
	18-30	25
	31-up	25
FEMALES:	12-17	37
	18-30	29
	31-up	26

INCOME GROUPS

Upper and Middle	27
Lower	35

SIZE OF CITY

10,000 to 100,000	31
100,000 to 500,000	37
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

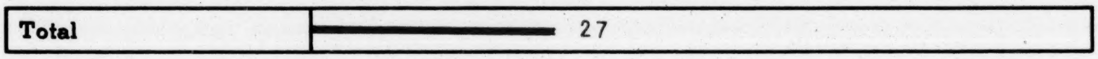
More Than Once a Week	42
Once a Week	33
Less Than Once a Week	22

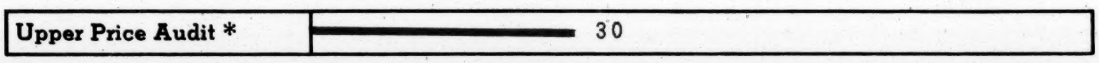
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

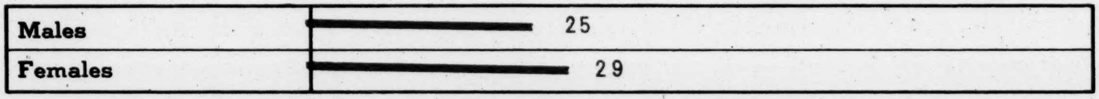
*** For Explanation of Upper Price Audit see last page of this report.**

Clifton WEBB

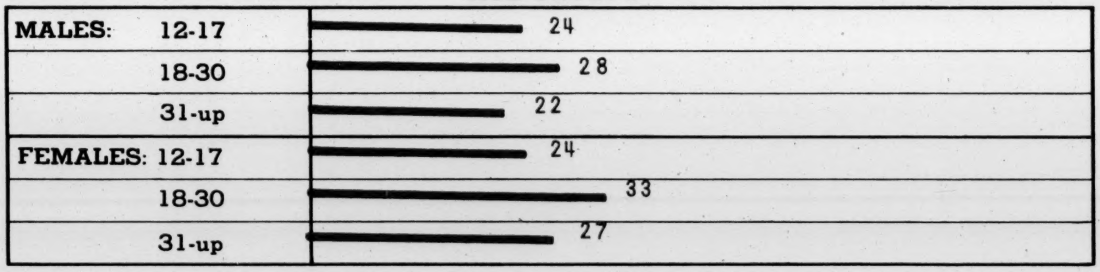
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



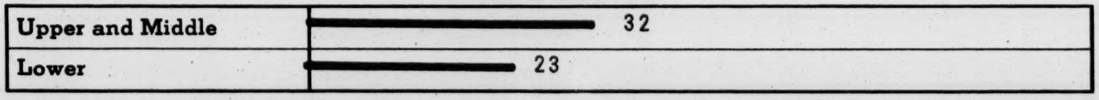




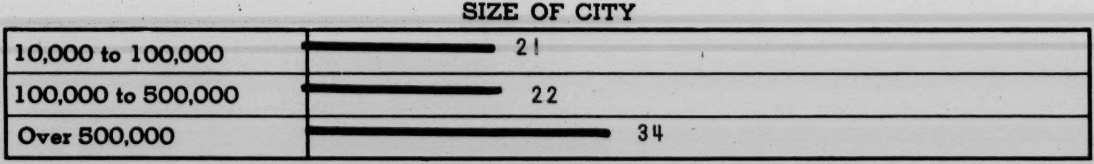
AGE GROUPS



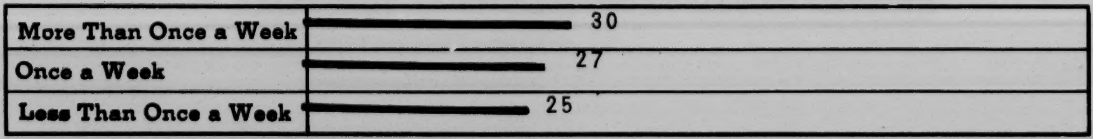
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



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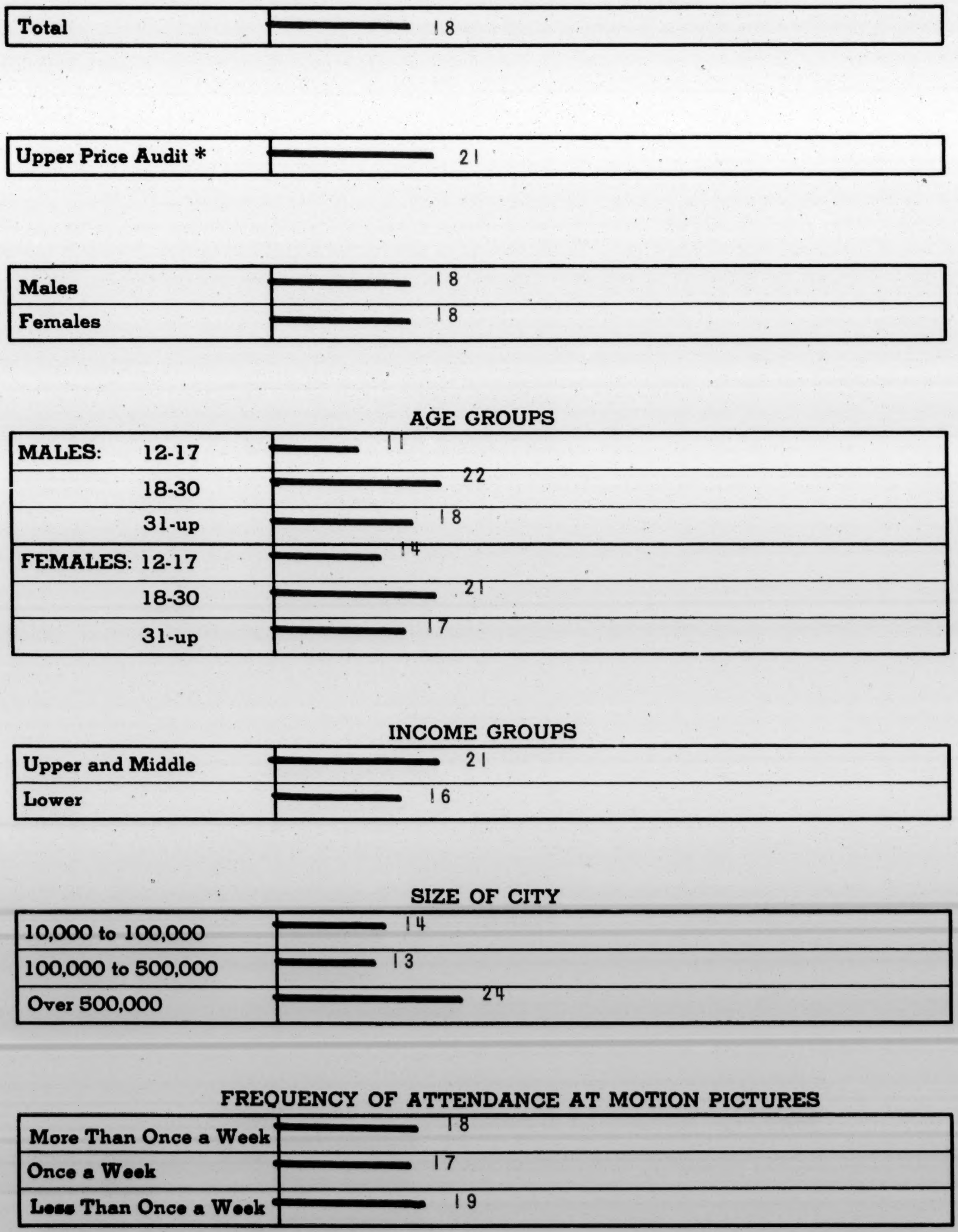
*** For Explanation of Upper Price Audit see last page of this report.**

Orson WELLES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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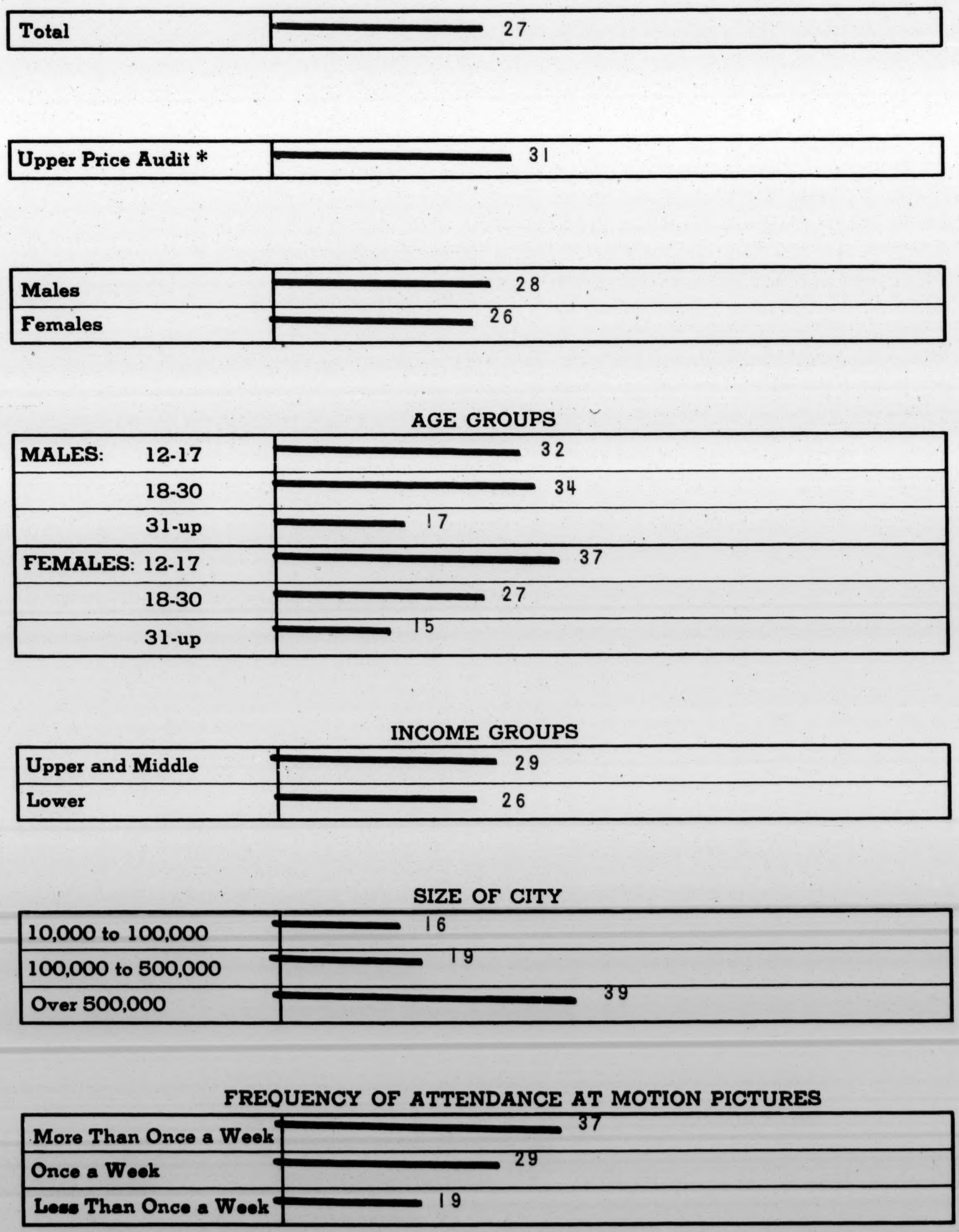
Richard WIDMARK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Cornel **WILDE**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	31

Upper Price Audit *	31

Males	22
Females	40

AGE GROUPS

MALES:	12-17	30
	18-30	25
	31-up	9
FEMALES:	12-17	57
	18-30	37
	31-up	31

INCOME GROUPS

Upper and Middle	29
Lower	33

SIZE OF CITY

10,000 to 100,000	33
100,000 to 500,000	31
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

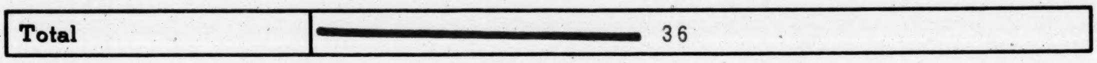
More Than Once a Week	36
Once a Week	35
Less Than Once a Week	25

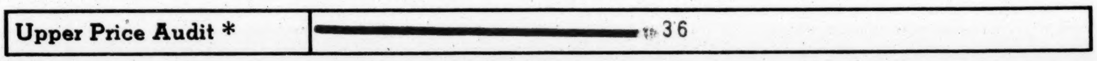
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

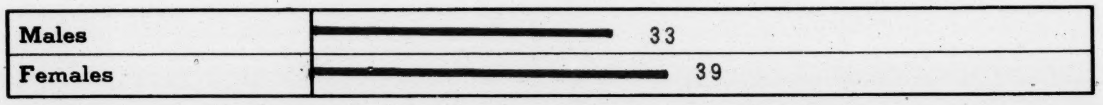
*** For Explanation of Upper Price Audit see last page of this report.**

Esther WILLIAMS

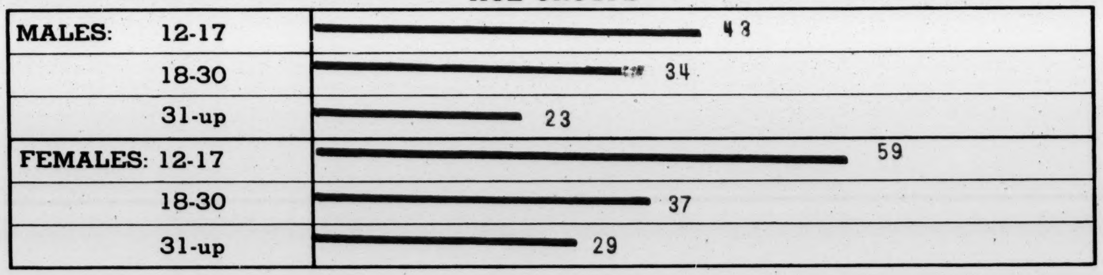
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



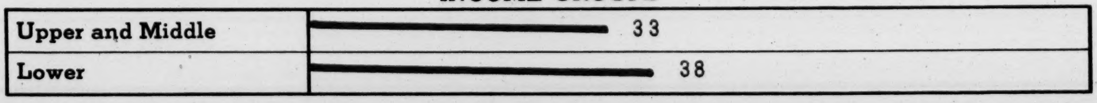




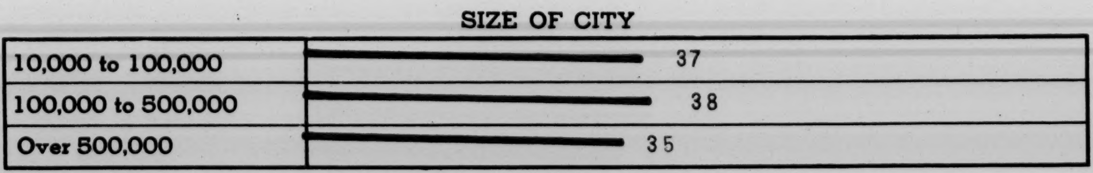
AGE GROUPS



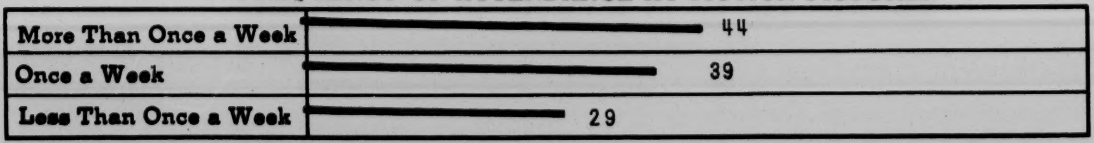
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

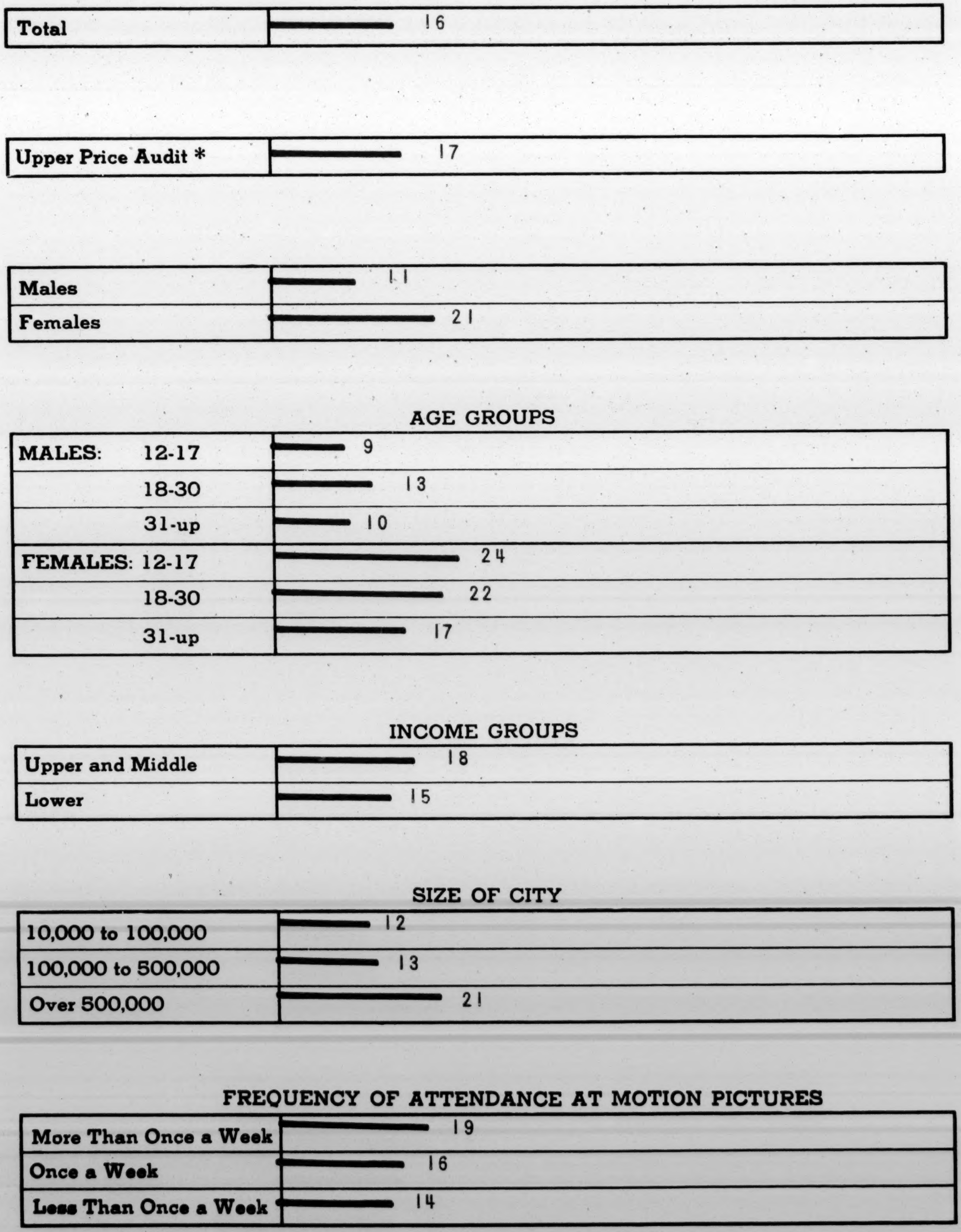


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Teresa WRIGHT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



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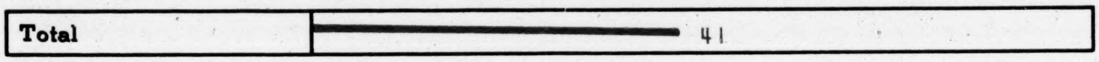
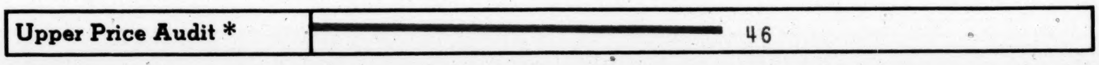
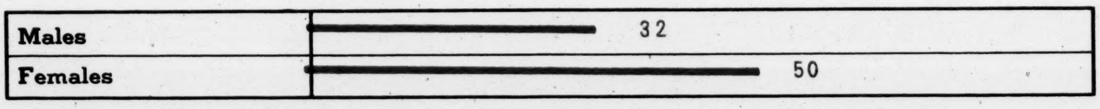
Jane WYMAN

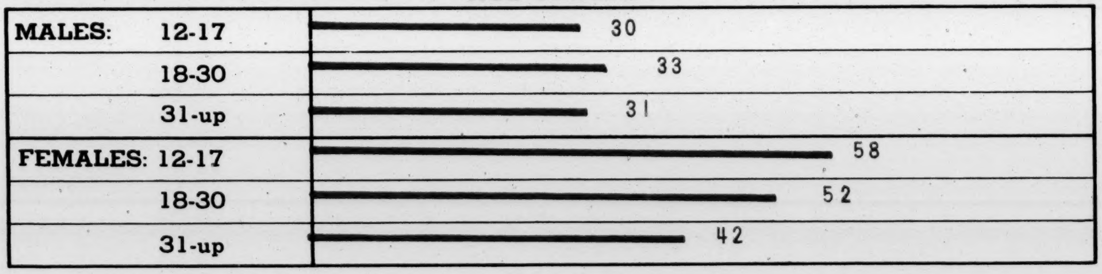
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



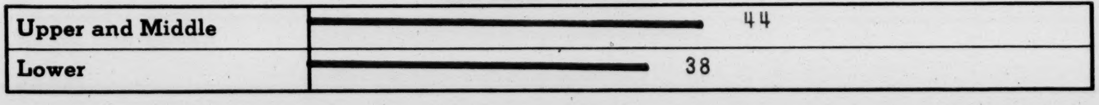




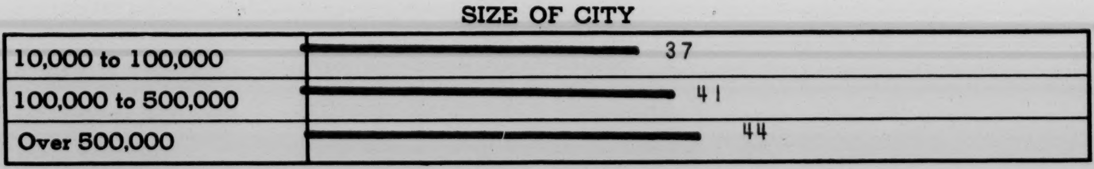
AGE GROUPS



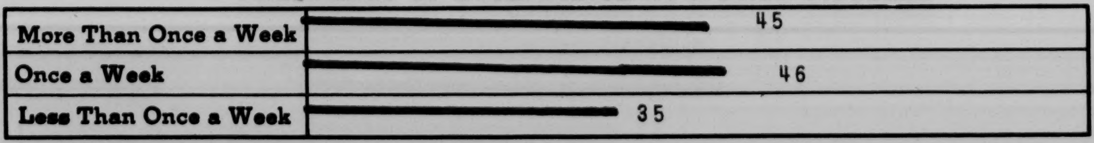
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

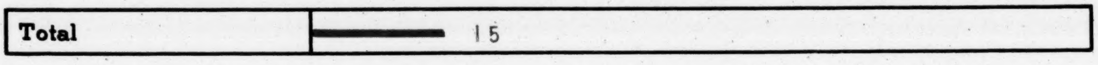


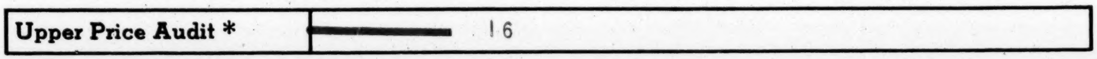
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

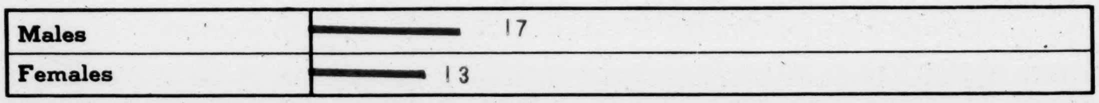
*** For Explanation of Upper Price Audit see last page of this report.**

Keenan WYNN

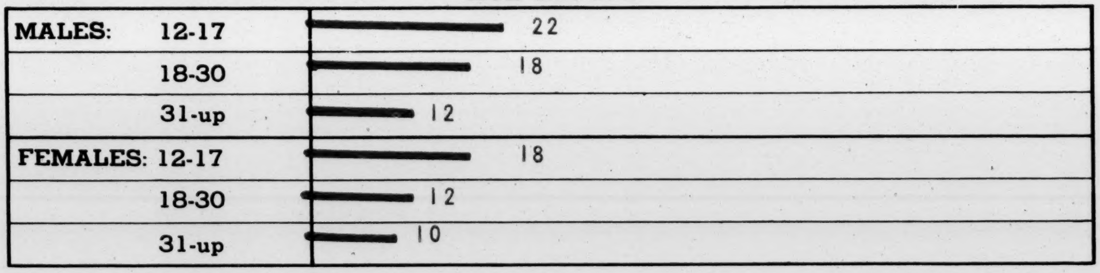
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



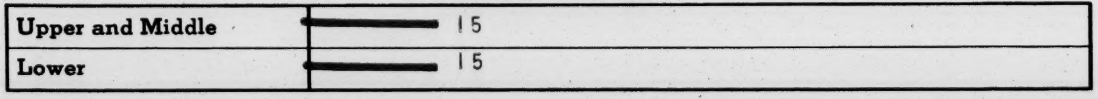




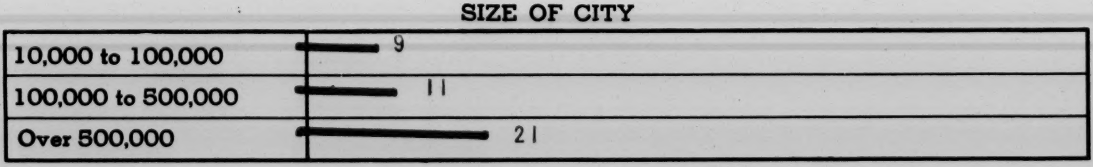
AGE GROUPS



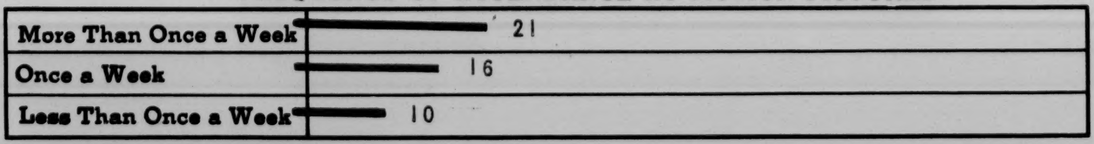
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Loretta YOUNG

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

Total	34

Upper Price Audit *	34

Males	26
Females	42

AGE GROUPS

MALES:	12-17	22
	18-30	25
	31-up	30
FEMALES:	12-17	40
	18-30	41
	31-up	45

INCOME GROUPS

Upper and Middle	36
Lower	33

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	34
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

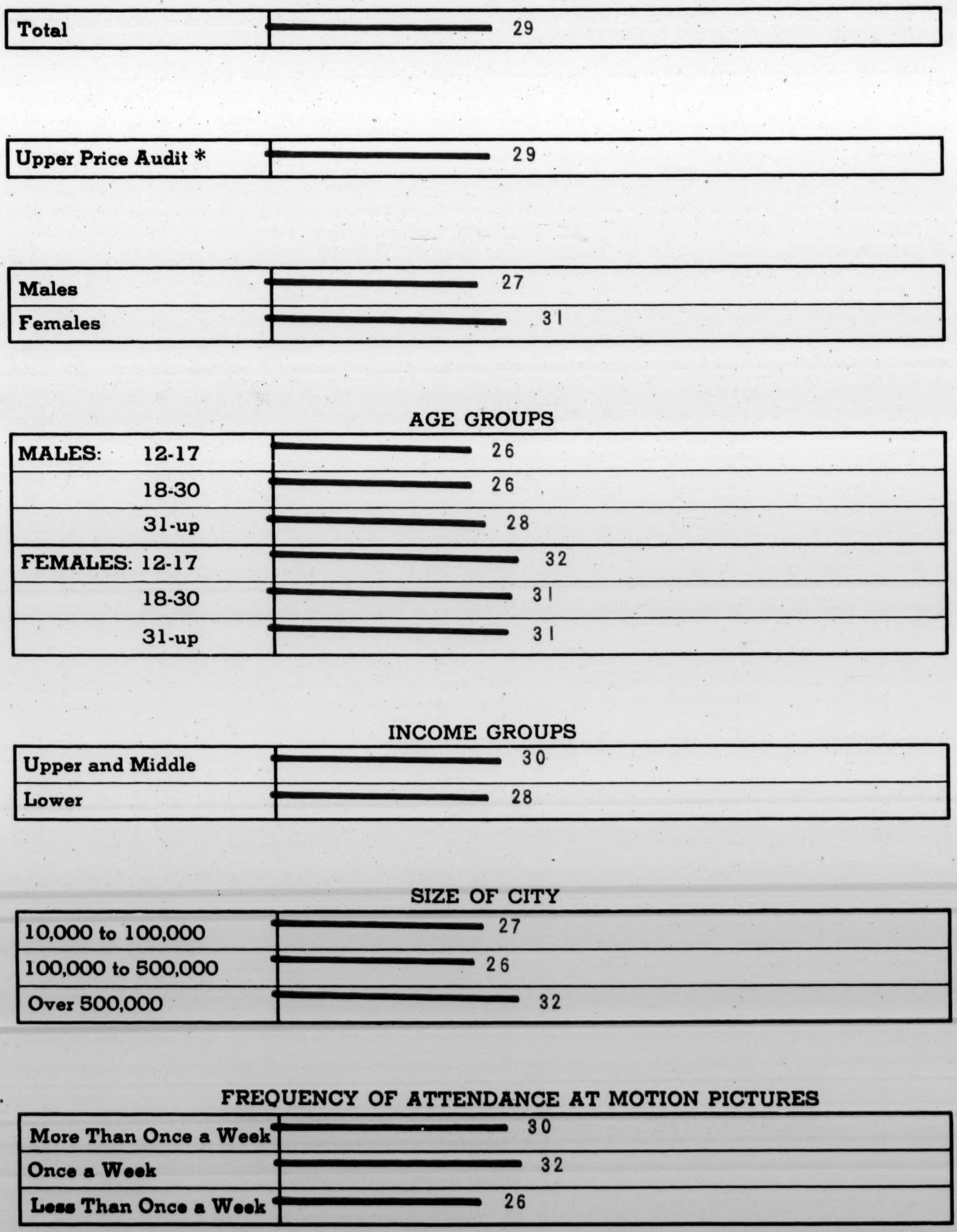
More Than Once a Week	35
Once a Week	36
Less Than Once a Week	32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

*** For Explanation of Upper Price Audit see last page of this report.**

Robert YOUNG

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS



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UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group *as a whole* pays an *average* price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.